

# Hallmark Cards

Hallmark Cards, Inc.

<b>Company type</b>	<a href="#">Private</a>
<b>Industry</b>	<a href="#">Retail</a> , <a href="#">greeting card</a> , <a href="#">television</a>
<b>Founded</b>	<a href="#">Kansas City, Missouri</a> , United States (January 10, 1910; 114 years ago)
<b>Founder</b>	<a href="#">Joyce Hall</a>
<b>Headquarters</b>	2501 McGee Street, <a href="#">Kansas City, Missouri</a> , United States
<b>Area served</b>	Worldwide
<b>Key people</b>	<a href="#">Donald J. Hall Jr.</a> (Executive Chairman)  David E. Hall (Executive Vice Chairman)  Mike Perry (President & CEO)
<b>Products</b>	Greeting Cards Gift Wrap Party Goods Giftware <a href="#">Stationery</a> Electronic Greetings Keepsake Ornaments Media/Entertainment
<b>Brands</b>	<a href="#">Rainbow Brite</a> <a href="#">Shirt Tales</a>
<b>Revenue</b>	Increase US \$4.0 billion (2016) <sup>[1]</sup>
<b>Owner</b>	Hall family
<b>Number of employees</b>	16,000
<b>Subsidiaries</b>	<a href="#">Crayola</a> DaySpring Greeting Cards <a href="#">Hallmark Business Connections</a> <a href="#">Hallmark Channel</a> ( <a href="#">Crown Media Holdings</a> ) <a href="#">Feeln</a> <a href="#">Hallmark eCards</a> <a href="#">Hallmark Ink and Main Press</a> Hallmark Gold Crown Stores

[Halls](#)  
[Sunrise Greetings](#)  
[Hallmark Baby](#)  
[hallmark.com](#)

## Website

**Hallmark Cards, Inc.** is a private, family-owned [American](#) company in [Kansas City, Missouri](#). It was created in 1910 by [Joyce Hall](#). Hallmark is the oldest and biggest manufacturer of [greeting cards](#) in the [United States](#).<sup>[2]</sup> In 1985, the company was awarded the [National Medal of Arts](#).<sup>[3]</sup>

## Employees

[[change](#) | [change source](#)]

Worldwide, Hallmark has over 27,000 employees; 20,000 of them work in the United States. About 5,600 of them are full-time employees. About 2,700 Hallmark employees work at the Kansas City headquarters.<sup>[1]</sup>

## References

[[change](#) | [change source](#)]

- ↑ 1.0 1.1 "Hallmark Corporate Information | Hallmark Facts". *corporate.hallmark.com*. Archived from [the original](#) on May 11, 2008. Retrieved June 12, 2017.
- ↑ "Hallmark Cards – Joyce Hall Invented Hallmark Cards". *Inventors.about.com*. Retrieved November 19, 2016.<sup>[*permanent dead link*]</sup>
- ↑ "Lifetime Honors: National Medal of Arts". National Endowment for the Arts. Archived from [the original](#) on May 6, 2009.

## Other websites

[[change](#) | [change source](#)]

Media related to [Hallmark Cards](#) at Wikimedia Commons

- [Official website](#)
- [Corporate website](#)
- [Hallmark Baby website Archived 2019-08-28 at the Wayback Machine](#)

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