



HALLMARK OPENS INSIDE RENOWN REGIONAL MEDICAL CENTER

RENO, Nev. (Sept. 10, 2019) – Renown Health partners with Hallmark Cards, Inc. to open a Hallmark Gold Crown store today inside Renown Regional Medical Center. Renown owns and operates the business in an effort to provide patients and visiting families with meaningful gifts, heartfelt tokens and comforts of home.

In line with Hallmark's efforts to create a more emotionally connected world, the store offers more than 500 greeting cards and Hallmark Keepsake Ornaments among other gift items. Seasonal and home décor are also available alongside specialty items including Willow Tree and Jim Shore figurines and ornaments, festive scents and home accessories by Michael Design Works, and intricately stitched fashion accessories by Vera Bradley.

"We're proud to create a space where patients and their families can find gifts that foster a deep level of connection," said Renown Regional Medical Center Vice President and Chief Executive Officer, Erik Olson. "The new Hallmark Gold Crown complements the existing offerings in the Shops at Renown and removes an element of stress from our visiting families by providing expressions of support onsite. When it comes to treating the whole person, facilitating ease for caretakers is a big factor."

"At Hallmark Gold Crown, we believe in the power between emotional wellness and physical wellness, which is one of the many reasons we're excited to expand our hospital program to the Renown Regional Medical Center" explained Steve Farley, president of Hallmark Retail. "We hope this store can be a place for patients, their families, and Renown Health employees to take a moment to recharge and discover meaningful ways to connect with others."

The Hallmark Gold Crown inside Renown Regional Medical center is open Monday – Friday from 8 a.m. to 6 p.m. and Saturday – Sunday from 10 a.m. to 2 p.m. For more information, call 775-982-5075 or visit Renown.org/Shops.

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About Renown Health

Renown Health is a locally governed and locally owned, not-for-profit integrated healthcare network serving Nevada, Lake Tahoe and northeast California. Renown is one of the region's largest private employers with a workforce of more than 7,000. It comprises three acute care hospitals, a rehabilitation hospital, the area's most comprehensive medical group and urgent care network, and the region's largest and only locally owned not-for-profit insurance company, Hometown Health. Renown has a long tradition and commitment to continually improve the care and the health of our community. For more information, visit renown.org.

About Hallmark

For more than 100 years, family-owned Hallmark Cards, Inc. has been dedicated to creating a more emotionally connected world. Headquartered in Kansas City, Missouri and employing 30,000 worldwide, the approximately \$4 billion company operates a diversified portfolio of businesses. Its global Hallmark [Greetings](#) business sells greeting cards, gift wrap and related products in more than 30 languages with distribution in more than 100 countries and 100,000 rooftops worldwide. Hallmark [Retail](#) operates about 2,000 Hallmark Gold Crown stores in five countries and Hallmark [Home & Gifts](#) is an emerging business selling a broad array of home décor and gift product

throughout the U.S. [Crayola®](#) offers a wide range of art materials and creative play toys designed to spark children’s creativity around the globe. [Crown Media Family Networks](#) operates three cable channels – Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama – in addition to Hallmark Publishing, the e-books division of the Hallmark channels, and Hallmark Movies Now, a subscription-based streaming service. [Crown Center](#) is a real estate development company that manages the 85-acre hotel, office, entertainment and residential campus surrounding Hallmark’s headquarters. For more information, visit [Hallmark.com](#). Connect on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), [LinkedIn](#) and [YouTube](#).

Media Contacts

Renown Health, Stephanie Myers, 775-691-7308

Hallmark, Carrie Bratcher, 816-545-5698