



For Immediate Release

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The Rustic Corner to Add New Hallmark Gold Crown® Department
Selection will include Hallmark cards, gift wrap and gifts

CHARLES CITY, Iowa (September, 2016) — The Rustic Corner announced today that it is partnering with Hallmark Cards, Inc. to open a Hallmark Gold Crown® department in its 413 N Main Street, Charles City, Iowa location. The new department is scheduled to open on September 28th. The Hallmark partnership will complement The Rustic Corner’s existing in-store experience, providing customers with a convenient place to find Hallmark greeting cards for the special occasions in their lives.

The new Hallmark Gold Crown department will include cards for year-round occasions and holidays such as Sweetest Day, Halloween, Thanksgiving & Christmas as well as gift wrap and a selection of gifts.

“Hallmark is a compelling, respected brand with a strong history, and their products truly make a difference in people’s lives,” said Tami Vetter, Owner. “We’re excited to bring Hallmark to our store and to make it easier for our customers to communicate, connect and celebrate special times.”

For more than 100 years the Hallmark brand has been bringing joy and smiles to those who receive a Hallmark card or gift and has helped people acknowledge special events, express appreciation, and capture memories and milestones. By integrating a Hallmark Gold Crown department, The Rustic Corner continues to innovate and add even more choice and convenience for its shoppers.

“We understand the diverse needs of our customers and are constantly seeking ways to enhance their shopping experience,” said Vetter. “By integrating a Hallmark Gold Crown department into The Rustic Corner we are continuing to show our commitment to our customers by providing exciting and unexpected options.”

The new Hallmark Gold Crown department will be located in the first floor section of The Rustic Corner and will occupy 130 feet of retail space. The department is scheduled to open on September 28 at 9 am.

The Rustic Corner Location:

413 N Main Street
Charles City, IA 50616
(641) 228-2657

Store Hours:

Monday – Saturday: 9 am – 5 pm
Wednesday: 9 am – 8 pm
Sunday: 11 am – 4 pm (Nov & Dec)

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