

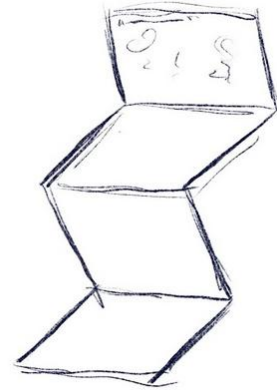
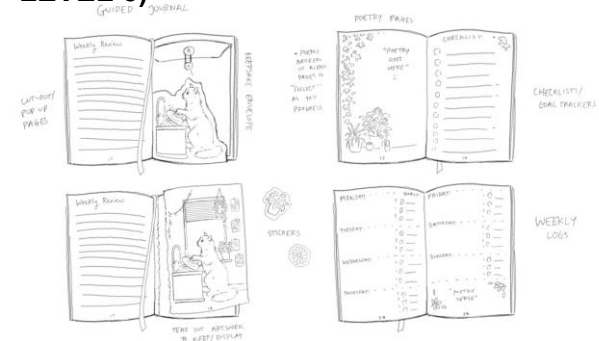
Everyday Victories

*The Poetry and the Art
Hallmark Collaboration
Poetry by Mason Bingley*

HALLMARK COLLABORATION

In this, we aim to show the value of everyday victories. The little punches in the air we do, and the little pats on the back we must award ourselves for just re-organising the fridge. With illustrations of animals doing everyday activities, poems to illustrate the act of victory, and the deeper meanings associated, we bring you the future of celebration and what it could look like.

We will take you on a journey of product outcomes within our theme, and other avenues that the idea could take, from an app full of tips, tricks, and ways to celebrate YOU! There's pin badges, stickers, and cards with our lovely animal prints, and some cute little quotes packing a positive push. If that doesn't suit, how about our bullet journal, full of poems to fill in, little anecdotes, lots of calming animal imagery, and space to fill in your daily successes. What's not to love? What's not to celebrate?!



Those Little Victories

A little victory is your morning coffee,
A little victory is careening the valleys of stress,
A little victory is just making it by.

Those little victories are what make us human,
They etch a smile where a frown is marked,
They keep you pushing on,
Remaining hopeful,
Wading through.

A little victory is seeing through each day, and always
readying the next.
A little victory is sleeping serenely in nothing but
turbulence.

Just remember those little victories.
Remain hopeful,
Keep pushing on, and wade through for that next little
victory.



Shedding Days Gone By

What's in a year?
Memories so unique, but a life so similar,
What comes next once what came before is shed?
Clad in spring, retiring the winter,
What can you do given this next run?

No matter the past, the future is hopeful,
Pause,
Embrace,
Brush it all off.



A Simple Mixture

Butter, bread, flour,
A simple instruction,
Sugar, milk, egg,
A welcomed introduction.

A first attempt is that diamond wall,
A second attempt is its rise and fall,
What comes beyond forever tall.
We'll enjoy that final victory.

Jump the hurdle, feel the breeze,
Snuggle in a red coat awash with a winter freeze.
From baking to surviving,
From surviving to thriving,
Take the hand of passion,
And never stop striving.

ILLUSTRATION BY:
SALLY MURDOCK (TEXTILE DESIGN, LEVEL 5)



BEE ILLUSTRATIONS BY:
MAREN PASCHKE (TEXTILE DESIGN, LEVEL 5)



PROUD

Tell me, just what do you _____ from me?
I can sell you sweet words,
But would you let your soul buy them?

I can buzz around with fire and brimstone,
Unless you feel the heat, the flame will be nothing but a flicker.

Can you see where we're headed?
Take me with you; where do you dream?

I watch you pin up the laundry,
What a massive achievement!

No. Seriously.

Are you _____ of yourself?
You should be.

See through the mundanity, and while away the hours.
Amidst the quiet are winning air punches, and I see you doing
them.
Always.
Do you?

RELIANT ROBIN

Chest puffed, eyes narrowed, let's see what we're made of.

A winter chill won't dim the spark; I'll whittle on until the wicker stubs itself out.

Let the flame flutter. Ferocious.

That's what I am. I invite you to see the talent ignited.

At first glance, you may dismiss me.

Catch a second look, and you'll see the fire within each beat of my chest.

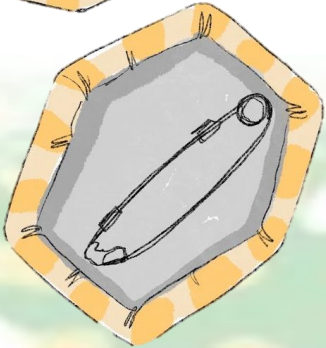
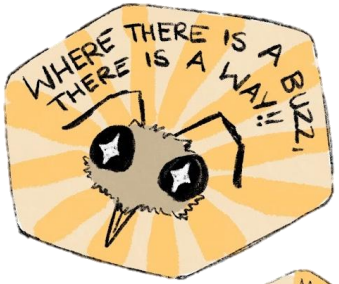
I'll show you passion to the third degree.

Don't underestimate us, for we're the ones you need when you've dampened your inferno within.

Welcome yourself into my home,

Envelop the blaze within my world and party with me -
nobody can steal my warmth but you're welcome to share.





Stickers/Pins/Cards Quotes:

TOAD: YOU ARE TOADALLY AWESOME! KEEP LEAPING ON!

OWL: YOU'RE A HOOT TO ME NO MATTER WHAT!

BEE: WHERE THERE'S A BUZZ, THERE'S A WAY!

GREY SEAL: THAT SEALS THE DEAL. HERE'S A SEAL OF APPROVAL!