

# Capture Family Memories Online

(NAPSA)—You've taken great photos...now what?

After a quick flip through the smiling faces and memorable places, photographs often are tossed into shoeboxes, rarely to be seen again. Thousands of digital images too are winding up stranded on a CD or hard drive. The pictures seldom are enjoyed; the stories behind the pictures are soon forgotten.

Fortunately, a new online service helps busy people tap into these memories—and the stories behind them—to create custom-printed keepsakes as unique as the experiences themselves.

Called Hallmark Stories, it combines your digital images with that company's storytelling and design expertise to create personalized albums and other memory-keeping products custom printed and mailed to you or your family. The result? A timesaving way to organize, re-live, and share the important moments in your life.

"As a busy mom I can never find the time to capture and organize my images and family stories," said Helen Fahler, Hallmark Art Director and mother of three. "Hallmark Stories makes it easy and quick, plus I can order multiple copies to keep the grandparents happy."

## How it works

The site is easily accessed at [www.HallmarkStories.com](http://www.HallmarkStories.com) and via a link from [www.hallmark.com](http://www.hallmark.com). Finished products are produced on quality paper and card stock and shipped within five days of being ordered.

You can capture and share memories using a number of different formats:

- **Memory album**—A hard-cover, three-ring album perfect for display on a coffee table or bookcase (\$44.95).

- **Memory magazine**—Similar to the album, but in a magazine format, perfect for sharing with family and friends (\$29.95).

- **Snap book**—A wallet-sized, foldable format shares stories in an instant (Three for \$19.95).

- **Photo card**—Personalized greeting cards, with more than



100 styles and occasions to choose from (\$1.50–\$3.50).

## Quick and simple

Once you upload your digital images—from scanned images saved on a hard drive, or transferred picture files from a digital camera or photo CD (available from your photo processing retailer)—to [HallmarkStories.com](http://HallmarkStories.com), the site quickly walks you through the creative design process. You select the product you wish to create, then a story or style. The site provides design and story elements or you can create your own.

"Shoeboxes are for shoes, not photos," added Fahler. "Hallmark Stories provides people with the resources and creative confidence to create an enduring keepsake from these photos."