

**EDITOR'S NOTE:** Hallmark Channel has Breaking News, go to [www.crownmediapress.com](http://www.crownmediapress.com) for more information.

**TWITTER:** @HallmarkChannel, #NorthpoleMovie

**FOR IMMEDIATE RELEASE:**

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**HALLMARK CHANNEL ANNOUNCES THE NETWORK'S HISTORIC AND SUCCESSFUL  
COLLABORATION WITH HALLMARK CARDS ON 'NORTHPOLE'  
HAS RESULTED IN A MUTUAL COMMITMENT TO CREATE A MULTI-YEAR, MULTI-FILM  
FRANCHISE BASED ON THE MAGICALLY STUNNING HOLIDAY FILM**

**'NORTHPOLE 2'  
PREPS PRODUCTION AS THE 2015 SEQUEL TO THE BEST HOLIDAY MOVIE THIS  
SEASON**

**"Northpole" Is Centerpiece of Hallmark Channel's Top-Rated Programming Franchise,  
'COUNTDOWN TO CHRISTMAS'**

**'NORTHPOLE 2' PREPS PRODUCTION AS THE 2015 SEQUEL TO THE BEST HOLIDAY  
MOVIE THIS SEASON**

**Hallmark Channel proudly announces the network has expanded its historic and  
successful partnership with its parent company, Hallmark Cards, in long-form  
entertainment to create another magically stunning and thrilling holiday adventure,  
"Northpole 2," premiering Holiday 2015.**

**With the highly anticipated premiere of the upcoming Hallmark Channel Original Movie  
"Northpole" on Saturday, November 15, 2014 (8 p.m. ET/PT, 7C), "Northpole 2," and the  
other films set to follow in the multi-year franchise promises to deliver unparalleled  
entertainment and one-of-a-kind synergies to the network's advertising, digital, and social  
media partners.**

**"Northpole 2" will dazzle audiences nationwide and take them on yet another enchanting  
adventure through Santa's magical hometown using state-of-the-art CGI technology.  
"Northpole 2" gives viewers a closer look into the stunning city of Northpole, which is  
powered by the magic of holiday happiness around the world. The charming city is home  
to Santa, Mrs. Claus and spirited elves who work in the city's guilds to bring Christmas joy,  
laughter and hope to people everywhere. Production and casting for the two-hour full-  
length Hallmark Channel Original Movie will soon be announced. "Northpole 2," is the  
centerpiece of Hallmark Channel's annual 'COUNTDOWN TO CHRISTMAS,' the #1 most**

treasured holiday destination by television viewers.

“By creating Hallmark Channel’s first multi-year, multi-film franchise, ‘Northpole’ not only brings quality, family-friendly holiday entertainment to our viewers, but also is instrumental in providing a smart business model that brings great value and significant opportunities to Hallmark Channel’s business partners,” said Bill Abbott, President and CEO, Crown Media Family Networks. “‘Northpole 2’ will become yet another holiday movie viewers look forward to year-round and become the heart of Hallmark Channel’s annual beloved ‘Countdown to Christmas’ campaign.”

“We are thrilled to be working with our parent company, Hallmark Cards, on ‘Northpole 2,’ a movie that is sure to become another Christmas classic and delight our viewers with the magic of the holiday season,” said Michelle Vicary, Executive Vice President, Programming, Crown Media Family Networks. “Building upon the successful collaboration with Hallmark Cards, ‘Northpole 2’ will be the holiday movie viewers will look forward to seeing in 2015.”

“Northpole 2” will be produced by Muse Entertainment. Joel Rice is Executive Producer. Doug Barr is Director.

#### **ABOUT HALLMARK CHANNEL**

Hallmark Channel, owned and operated by Crown Media Holdings, Inc., is a 24-hour basic cable network that provides a diverse slate of high-quality entertainment programming available in high definition (HD) and standard definition (SD) to a national audience of 86 million subscribers. Hallmark Channel is the nation’s leading destination for quality family programming with an ambitious slate of TV movies; original scripted series, including *Cedar Cove*, *When Calls the Heart*, and *Signed, Sealed, Delivered*; specials such as *Kitten Bowl*; as well as some of television’s most beloved sitcoms and series, including *The Golden Girls*, *The Waltons*, *Little House on the Prairie*, and *Frasier*. The channel is also home to Daytime Emmy-nominated lifestyle program, *Home & Family*, a daily two-hour live show shot in a fully functional house located on the Universal Studios lot. Hallmark Channel's sibling network, Hallmark Movie Channel, available in HD and SD, focuses on family-friendly movies with a mix of original films, classic theatrical releases, and presentations from the acclaimed Hallmark Hall of Fame library.

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#) (Join the conversation at #HeartofTV), [Pinterest](#), [GetGlue](#), [YouTube](#)

#### **ABOUT HALLMARK CARDS, INC.**

Hallmark makes the world a more caring place by helping people express what’s in their hearts and connect in emotional ways with others. In the U.S., innovative Hallmark greeting cards and gifts are sold through the network of Hallmark Gold Crown® specialty

stores, leading mass retailers and online. Worldwide, Hallmark offers products in more than 30 languages available in 100 countries. Millions of households enjoy family friendly television programming offered by cable's top-rated Hallmark Channel and fast-growing Hallmark Movie Channel. Hallmark's Crayola subsidiary inspires artistic creativity in children through Crayola® crayons and markers as well as other innovative art tools, crafting activities and creative toys. Privately held Hallmark is based in Kansas City, Mo., and continues to be led by members of the founding Hall family. Visit <http://corporate.hallmark.com> for more details.

#### **ABOUT MUSE ENTERTAINMENT**

Muse Entertainment is a leading film and television production company known for its well-crafted and high-quality productions. Since its founding in 1998, Muse has produced, co-produced or provided production services on more than 170 TV movies and mini-series, television series and feature films and has won over 100 awards and garnered over 300 award nominations! Muse Entertainment's most recent television series are Played, Bomb Girls (Seasons I, II), Bounty Hunters and Being Human (Seasons 1, II, III, IV). In 2011, its topical, 8-hr. historical drama, The Kennedys, earned 10 Emmy Award nominations. Its Pillars of the Earth also won an Emmy and many other awards. Muse's other award-winning programs are Cyberbully, Durham County (Seasons I, II, III), Ben Hur, The Last Templar, Impact, Human Trafficking, Answered by Fire, This is Wonderland and Tales from the NeverendingStory. The company's head office and its Quebec production centre are in Montreal. Muse also maintains development and production operations in Toronto, Vancouver and Los Angeles. For more information please visit [www.muse.ca](http://www.muse.ca)

**--HALLMARK CHANNEL--**