



**HALLMARK PUBLISHING TO LAUNCH EXCLUSIVE  
MASS MARKET PAPERBACK PROGRAM WITH WALMART**

**Walmart Stores Will Highlight A New Hallmark Publishing Title Each Month**

**New York, NY, February 24, 2020** – Hallmark Publishing, the book division of Crown Media Family Networks, announced today its expansion into mass market paperbacks through a partnership with Walmart. Beginning tomorrow, February 25, 2020, a new Hallmark Publishing romance novel will be highlighted in Walmart stores each month, showcased in a Hallmark-branded offering uniquely designed to promote the program.

Hallmark Publishing launched as a digital publisher in late 2017 and has since expanded into trade paperbacks and audiobooks. “Our books allow readers to experience all the joy and romance Hallmark movies have to offer,” said Stacey Donovan, Director, Hallmark Publishing. “We believe Walmart shoppers will love these books and we look forward to providing new, exciting offerings in store each month.”

The first title to be released in stores will be *Country Hearts*, a “cowboy next door” romance by *USA Today* bestselling author Cindi Madsen. Other titles to be released include *Love on Location* by Cassidy Carter, *Love on the Shore* by Teri Wilson, and many more.

“These new paperback titles from Hallmark Publishing are an exciting addition to our book department,” said Chris Nagelson, Vice President of Entertainment at Walmart. “We are always on the hunt for items that will resonate with our customers and I’m looking forward to seeing these in stores soon.”

Hallmark Publishing offers wholesome romances that focus on family, friendship, and community, in addition to intriguing mysteries and original titles by *USA Today* and *New York Times* bestselling authors.

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**ABOUT HALLMARK PUBLISHING**

Launched in 2017, Crown Media Family Networks’ publishing division, Hallmark Publishing, recreates the rich storytelling from Hallmark Channel and Hallmark Movies & Mysteries’ beloved movies as eBooks, audiobooks, and paperbacks. From sparkling romances to intriguing mysteries, including original titles by *USA Today* and *New York Times* bestselling authors, Hallmark Publishing offers a whole new way for viewers to engage with Crown Media’s stories and characters. In addition, Hallmark Publishing will adapt existing books into new original movies. Hallmark Publishing’s books can be found on Amazon, iTunes, Rakuten Kobo, and at retail and online stores.

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