

HALLMARK CHANNEL BRINGS VIEWERS THE ULTIMATE
HOLIDAY GIFT GUIDE TO CELEBRATE THIS YEAR'S
"COUNTDOWN TO CHRISTMAS"

"Countdown to Christmas"-Themed Products include Hallmark Channel Wines, a Chocolate Advent Calendar from Bissinger's, Tea Tins from The Republic of Tea, a Hallmark Flowers Collection, and More

All-New Holiday Edition of Hallmark Channel Monopoly and Authentic Line of Hallmark Channel-Branded Gifts and Wearables Available Exclusively on Hallmark.com and at Hallmark Gold Crown Stores

NEW YORK – September 17, 2020 – With the launch of Hallmark Channel's annual "Countdown to Christmas" programming event on October 23, Crown Media Family Networks announced today its 2020 line of exclusive Hallmark Channel-branded holiday products. From board games and wearables, to chocolate and wine, to home décor and glassware, the network provides "Countdown to Christmas" fans fun ways to embrace the spirit of the season and share the gift of Hallmark Channel.

The network launched the first installment of its holiday gift offerings this past July with the introduction of [Hallmark Channel Wines](#), an exclusive collection for wine enthusiasts including the *Jingle* Cabernet Sauvignon and *Joy* Sauvignon Blanc, both the perfect accompaniment with Hallmark Channel original holiday movies. Wines are available to order now.

Following a highly successful introduction of the Hallmark Channel Monopoly board game last October, the network has once again partnered with USAopoly and Hasbro for a special holiday edition of **Hallmark Channel Monopoly**. Available October 12 and sold exclusively at Hallmark Gold Crown Stores and on [Hallmark.com](#) for \$39.99, the game is a uniquely immersive experience that transports players into the festive world of a Hallmark Channel holiday movie.

Back by popular demand for the second year in a row, the network has partnered with **Hallmark Cards** on an [all-new authentic line](#) of Hallmark Channel-branded items, including matching family apparel for all ages, festive sweaters, cozy blankets and robes, and more. Fans will also find the perfect gift for Hallmark Channel holiday viewing parties, including wine glasses, mugs, popcorn bowls, and an endless selection of fun creations and seasonal décor, available for purchase on [Hallmark.com](#) and in Gold Crown Stores by mid-October.

New to the list of holiday offerings this year are one-of-a-kind products in partnership with **Hallmark Flowers** and **Bissinger's Handcrafted Chocolatier**. From the world of **Hallmark Flowers**, Hallmark Channel has developed an exclusive holiday collection of assorted florals to be sold on Amazon.com beginning in November. **Bissinger's**, a 350-year-old premium chocolate manufacturer, has designed a "Countdown to Christmas" Advent calendar, featuring a numbered window for each day of December leading up to Christmas, with every window including a foil-wrapped milk chocolate caramel present. The calendar is available for purchase on [Bissingers.com](#).

A perfect pairing with the chocolate and flowers, **The Republic of Tea** is offering its popular "Countdown to Christmas" tea tins for the third year in a row. Available in the flavors cardamom cinnamon and cinnamon vanilla, the tins are available for purchase on [republicoftea.com](#) and at select retailers, including Hallmark Gold Crown stores and Hallmark.com, as well as Cost Plus World Market.

In addition, Crown Media has 27 movies coming to **DVD and Digital** this winter, including fan favorites such as "Christmas Town", "Christmas at Dollywood", and "Time for You to Come Home for Christmas" available exclusively at Walmart, and "Christmas Under the Stars" available exclusively at Redbox. "A Godwink Christmas: Meant for Love",

Hallmark Hall of Fame movie “A Christmas Love Story”, and many others will be available on Amazon and wherever DVDs are sold.

Last but not least, **Hallmark Publishing** has three new original novels coming this Christmas season for book lovers: “Christmas Charms”, which Cosmopolitan named one of the best romance novels of 2020, “Wrapped up in Christmas Joy”, sequel to the 2019 USA Today Bestseller, and “Christmas in Evergreen: Tidings of Joy”, third in the popular series. Also available are fan favorites “The Christmas Company”, “Journey Back to Christmas”, and “A Timeless Christmas”, the latter of which is being adapted into a Hallmark Channel original movie this holiday season. For more information on Hallmark Publishing novels, visit HallmarkPublishing.com.

To view images of this year’s Hallmark Channel holiday products, please click [here](#).

Contact: Megan Van Tine, 212-445-6694 | MeganVanTine@CrownMedia.com

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks’ flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 78 million homes. As the country’s leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as “Good Witch,” “When Calls the Heart” and “Chesapeake Shores”; annual specials including “Kitten Bowl” and “American Rescue Dog Show”; and a daily, two-hour lifestyle show, “Home & Family.” Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life’s special moments, Hallmark Channel also offers annual holiday programming franchises including “Countdown to Christmas” and many other seasonal offerings. Rounding out the network’s diverse slate are some of television’s most beloved comedies and series, including “The Golden Girls” and “Frasier.”

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkchannel.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

###