

**HILARY SILVERBOARD JOINS CROWN MEDIA FAMILY NETWORKS**  
**AS SVP, BRAND STRATEGY**

**NEW YORK – November 2, 2020** – Crown Media Family Networks has hired industry veteran, Hilary Silverboard, as senior vice president, brand strategy, the company announced today. In this newly created role, Silverboard is responsible for leading all strategic brand initiatives and oversees the development and execution of creative brand assets for the company's domestic and international portfolio of businesses. She will work closely with Crown Media's ad sales, distribution, and business development teams to develop consistent and impactful brand extensions and organic partnerships that hone and reinforce the company's brand identity in the marketplace. Silverboard is based in Atlanta.

"Hilary is an insightful thought-leader who has shaped some of the strongest brands in television," said Crown Media's President & CEO, Wonya Lucas. "Her expertise in leveraging market research and consumer insights will be instrumental in refining our brand narrative and maximizing its impact to grow our audience and drive revenue."

Prior to joining Crown Media, Silverboard was chief marketing and development officer, Public Broadcasting Atlanta. She was promoted to serve as the company's first-ever CMO in 2015 in recognition for her ability to drive targeted marketing campaigns and generate revenue growth. Prior to joining Public Broadcasting Atlanta, Silverboard was vice president of marketing strategy and audience insights at Turner Broadcasting System where she led marketing strategy, audience insights, and communication for TBS, TNT, and TCM.

Silverboard earned both a Bachelor of Arts and an MBA in marketing from University of Texas. She previously served on the Atlanta Partners for Education Board of Advisors and was a former board member of the Atlanta Track Club.

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**ABOUT CROWN MEDIA FAMILY NETWORKS**

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, "Miracles of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

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