

CROWN MEDIA FAMILY NETWORKS JOINS FORCES WITH THE USO IN MULTI-FACETED PARTNERSHIP

**Partnership elements include original holiday movie integration,
Home & Family segment, podcast guest appearances; social media support, and more**

New York November 24, 2020 – Crown Media Family Networks, the country's #1 destination for positive, feel-good entertainment, and **the [United Service Organizations \(USO\)](#)**, the nation's leading organization to serve the men and women in the U.S. military and their families, have formed a multi-platform, strategic partnership, the company announced today.

In addition to making a contribution to the organization, a central element of the collaboration is the integration of the USO in the original Hallmark Movies & Mysteries holiday movie, *USS Christmas*, which premieres Saturday, November 28. The film's stars, **Jen Lilley** and **Trevor Donovan**, along with **Sheryl Lee Ralph** – star of the upcoming Hallmark Channel original movie, *Christmas Comes Twice* – participated in a live stream Q&A on November 21 with military service members and their families as part of the USO Holidays Military Virtual Programming (MVP) series.

"Helping people forge meaningful connections is at the core of both Crown Media and the USO's mission, so we immediately recognized the tremendous synergy between our two organizations," said Crown Media President & CEO, **Wonya Lucas**. "The work the USO does to help our country's service members stay connected with their families and home is critically important – especially during times like the holidays – and we are deeply honored to have this opportunity to support and recognize their efforts."

"Our partnership with the Hallmark Channel is a special gift this holiday season that helps raise awareness about the needs of the military community and supports USO programming that brings a little bit of home to service members and their families," said **Chad Hartman**, USO Vice President, Development and Corporate Alliances. "Together, we are able to honor the service and sacrifice of the Armed Forces, bring cheer to military families and encourage the American public to express their gratitude for our men and women in uniform."

Further extensions of the partnership include:

- An appearance, tied to Giving Tuesday, on Hallmark Channel's daily lifestyle program, *Home & Family*, by 12-time USO tour veteran, critically acclaimed country music singer and Daytime Emmy® Award nominee, **Kellie Pickler**;
- Extended behind-the-scenes promo spot for *USS Christmas*, tagging USO with a call to action to donate;
- An appearance by Liz Lee and Nicole Vogel, hosts of the USO's virtual program [Coffee Connection Live](#), on Hallmark Channel's Bubbly Sesh Podcast, as well as a guest appearance by *Bubbly Sesh* co-hosts, "Jacks and Shawl" on **Coffee Connection Live**;
- USO on-air lower-thirds graphics in *USS Christmas*, as well as other Hallmark Channel and Hallmark Movies & Mysteries military-themed holiday movies;
- Local market promotion of USO via Crown Media's MVPD affiliate partners;
- Mutual social media and digital support.

In *USS Christmas*, Maddie (Lilley), a reporter for a Norfolk newspaper, embarks on a Tiger Cruise during Christmas time where she meets a handsome naval officer (Donovan) and stumbles upon a mystery in the ship's archive room. More information about the movie can be found [here](#). A behind-the-scenes featurette for *USS Christmas* may be downloaded [here](#).

Contacts: **Crown Media** - Allison Bennett, 212-445-6692 | AllisonBennett@CrownMedia.com

USO – Casey Thompson, 469-767-2282 | CaThompson@USO.org

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.

For more information, please visit www.crownmediapress.com

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

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Twitter](#)

Hallmark Publishing on Social Media: [Twitter](#)

ABOUT THE USO

The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation. At hundreds of locations worldwide, we are united in our commitment to connect our service members and their families through countless acts of caring, comfort and support. The USO is a private nonprofit organization, not a government agency. Our programs, services and entertainment tours are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff. To join us in this important mission and learn more about the USO, please visit USO.org or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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