

## **VETERAN PUBLICITY EXECUTIVE GEORGE ZARALIDIS TO RETURN TO CROWN MEDIA FAMILY NETWORKS AS VICE PRESIDENT, NETWORK PROGRAM PUBLICITY**

**Studio City, CA – March 21, 2017** -- Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries, announced today that seasoned publicity executive, **George Zaralidis**, will return to the company as Vice President, Network Program Publicity. Based in Crown Media's Studio City office, Zaralidis will report to Michelle Vicary, Executive Vice President, Programming & Publicity and Pam Slay, Senior Vice President, Network Program Publicity & Social Content.

"George is held in such high esteem in the industry and it's a joy to welcome him back to Crown Media Family Networks," said Michelle Vicary, Executive Vice President, Programming & Publicity. "His understanding of our corporate culture, knowledge of the entertainment industry, and expansive contacts among talent and the media make him the perfect candidate to step into this leadership position."

In his new role, Zaralidis will lead the network's program publicity team in spearheading publicity campaigns, initiatives, and strategies designed to drive tune-in, awareness, and ratings for Hallmark Channel and Hallmark Movies & Mysteries. He will be responsible for the day-to-day operation of the publicity department, including project assignments, project management, and team development. He will also supervise external unit publicists and agencies in the execution of campaigns, *ensuring that both traditional and digital messaging align with the company's brand promise and priorities.*

Zaralidis is currently part of the team at ABC Primetime and Late Night Media Relations leading publicity efforts for "Dancing with the Stars," "Jimmy Kimmel Live," "To Tell the Truth," and Emmy® nominated comedy "black-ish," along with additional series and specials on ABC.

Previously Zaralidis was Director, Network Program Publicity and Social Media at Crown Media Family Networks where he launched Hallmark Channel's longest running scripted series "When Calls the Heart" and Hallmark Channel's Daytime Emmy® nominated lifestyle program "Home & Family."

Originally from Lowell, Massachusetts, Zaralidis earned a Bachelor of Science degree in film and television from Boston University's College of Communication.

# # #

### **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 and Hallmark Movies & Mysteries, as well as their corresponding digital extensions HallmarkChannel.com and HallmarkMoviesandMysteries.com. The company operates and distributes both channels in high

definition (HD) and standard definition (SD) with Hallmark Channel available to 88.5 million subscribers and Hallmark Movies & Mysteries in 67 million homes in the United States. Hallmark Channel features an ambitious slate of new, original content, including movies; scripted series, such as “When Calls the Heart,” and “Good Witch” and “Chesapeake Shores”; annual specials including “Hero Dog Awards” and “Kitten Bowl”; world premieres of Hallmark Hall of Fame presentations, and a daily, two-hour lifestyle show, “Home & Family.” Hallmark Channel is also home to the popular annual holiday franchise “Countdown to Christmas,” featuring a lineup of 24/7 holiday programming. Rounding out the network’s lineup are television’s most beloved comedy and drama series, including “The Golden Girls,” “The Middle,” “Frasier,” “Last Man Standing” and “Home Improvement.” Hallmark Movies & Mysteries is a separate 24-hour, digital 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, “Most Wonderful Movies of Christmas,” as well as presentations from the multi-award-winning Hallmark Hall of Fame library.