

## **CROWN MEDIA FAMILY NETWORKS ELEVATES JANE GROSS TO VICE PRESIDENT, ON-AIR PROMOTION**

**New York, NY, June 26, 2017** – Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries, announced today the promotion of Jane Gross as Vice President, On-Air Promotion. Gross is based in Studio City, CA and reports to Susanne McAvoy, executive vice president of marketing, creative, and communications.

Having most recently served as Creative Director of On-Air Promotion, Gross will take on an expanded role as Vice President and will be responsible for a wider breadth of work across both networks. She will oversee the network's team of writers and producers and will manage all creative on-air promotions campaigns for a range of content, including the launch of new original movies, series, specials, and franchises. In addition to spearheading corporate video assets, she will continue to support distinct brand positioning with unique promotional content across digital, social, and emerging platforms.

Gross joined Crown Media earlier this year from Pivot, where she served as Creative Director of Creative Services. She also worked as a Consultant for Participant Media in their Creative Services department. Previously, she acted as Executive Director in the On-Air Promotion departments for NBC Universal International, Nickelodeon and G4. Gross holds a BA in English from Boston University.

### **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 million subscribers and Hallmark Movies & Mysteries in 66 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.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

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

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