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**DANIELLE MULLIN JOINS CROWN MEDIA FAMILY NETWORKS
IN NEW POSITION, VICE PRESIDENT OF CONSUMER MARKETING**

New York, NY – July 17, 2017 – Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries, announced today the appointment of Danielle Mullin as vice president of consumer marketing, a newly created position. Mullin will be based in Crown Media’s Studio City offices and report to Susanne McAvoy, executive vice president, marketing, creative & communications.

Mullin’s oversight will include strategic brand development and consumer marketing campaigns for Crown Media’s brands, with an emphasis on the company’s emerging digital offerings. She will also lead the consumer marketing team in the creation of brand extensions around Crown Media’s digital and linear content.

“With the ongoing proliferation of new content platforms and evolution in viewing habits it is imperative that we continually innovate our approach to raising consumer awareness – not only for our linear channels but of our digital properties, as well,” said McAvoy. “Danielle brings a strong background in digital marketing and a fresh creative perspective to our marketing efforts and I am confident she’ll be instrumental in creating new avenues for viewers to discover, enjoy, and engage with our programming.”

Mullin comes to Crown Media from WGN America where, as senior director of social media, she led the network’s social media strategy and creative content development for such series as *Underground* and *Outsiders*. Previously, she served as Vice President of Marketing for Freeform. Mullin earned an M.F.A. in creative writing at Emerson College, as well as a B.A. in English and Psychology at Boston College.

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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 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

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

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