

'KITTEN BOWL V,'

AMERICA'S MOST BELOVED RESCUE PET ADOPTION EVENT,

WITH HOST BETH STERN, ANNOUNCERS DEAN CAIN AND ALISON SWEENEY,

AND FELINE FOOTBALL LEAGUE (FFL) COMMISSIONER BOOMER ESIASON,

PREMIERES EXCLUSIVELY ON HALLMARK CHANNEL, FEBRUARY 4

Displaced Felines Rescued By North Shore Animal League America from

Natural Disasters are part of this Year's Major Adoption Event

STUDIO CITY, CA – October 4, 2017 -- Hallmark Channel hosts the nation's most beloved rescue pet adoption event of the year when "Kitten Bowl V" premieres exclusively on the network, **Sunday, February 4, 2018 (12 p.m. ET/PT)**. The 2018 version of "Kitten Bowl" features countless displaced kittens rescued from the country's most recent natural disasters, all of whom will be vying for the National Championship of Feline Football trophy -- and a loving, forever home in which to display it.

"Kitten Bowl" has become synonymous with rescue pet adoption, which begins the Saturday before the program premieres, and continues throughout the weekend. "Kitten Bowl I" began with five rescue and adoption organizations holding adoption events in cities around the country. The number grew to 25 rescue partners in 2015, 50 in 2016, and 100 in 2017. During each year's broadcast of "Kitten Bowl," awareness for pet adoption rises dramatically. Hallmark Channel announces that with its partner North Shore Animal League America, "Kitten Bowl V" will host **500 adoption parties in 2018** -- making "Kitten Bowl" one of TV's most beloved gridiron TV traditions. It's not only kittens and cats that get adopted during the telecast of "Kitten Bowl." The event is also responsible for the adoption of hundreds of puppies and dogs, 13 rabbits, and a pig. In all, **"Kitten Bowl" has inspired the adoption of more than 10,000 animals** -- and the program is just getting started!

TV personality, author and animal advocate Beth Stern hosts this year's event from Hallmark Channel Stadium. Stern embodies the spirit of adoption in her everyday life, having fostered countless animals in need. Stern's tireless year-round efforts to find homes for animals makes her a synergistic fit to lead the charge for "Kitten Bowl V," truly a super day of Adorable Pets.

On the day of the big game, four-time Pro Bowl quarterback and Feline Football League Commissioner Boomer Esiason calls the play-by-play action making "Kitten Bowl V" super Sunday's MUST SEE viewing party. Hallmark Channel's Dean Cain and Alison Sweeney, animal lovers and adoption advocates, provide commentary throughout the event, in addition to heartwarming adoption stories.

"The 'Kitten Bowl' franchise has grown tremendously over time, evolving from entertainment into America's most beloved national rescue pet adoption event," said Bill Abbott, President and CEO, Crown Media Family Networks. "The timing of 'Kitten Bowl V' is perfect to help raise

awareness of all animals that need forever homes, especially those displaced by recent natural disasters. We have no doubt that this year's event will further inspire viewers to visit a local shelter and adopt a loving pet."

North Shore Animal League America and Last Hope Animal Rescue and Rehabilitation drafted the 2018 team. "Kitten Bowl" is part of Hallmark Channel's evergreen pet initiative, which highlights the plight of homeless animals and the joys rescued and adopted pets bring into our lives.

"Kitten Bowl V" is produced by 3 Ball Entertainment's Todd A. Nelson, Ross Weintraub, JD Roth, Brant Pinvidic and DJ Nurre, Jeff Altrock and Kathy Sutula serving as executive producers.

Contact: Ron Del Rio, 818-755-2423, RonDelRio@crowmedia.com

George Zaralidis, 818-755-2626, GeorgeZaralidis@crowmedia.com

-- HALLMARK CHANNEL --

ABOUT HALLMARK CHANNEL

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 90 million homes.

As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family." Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls," "The Middle," "Last Man Standing," and "Frasier."

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

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