

Crown Media



HALLMARK CHANNEL'S ADOPTION EVER AFTER AND PEDIGREE FOUNDATION JOIN FORCES TO RAISE AWARENESS FOR PET ADOPTION

Dynamic Partnership Set to Kick Off with Network's Premiere of the "2018 American Rescue Dog Show"

New York, NY, February 15, 2018 – Hallmark Channel announced today that PEDIGREE Foundation is partnering with Adoption Ever After, the network's ongoing pet adoption advocacy initiative. In combined efforts to find homes for shelter animals across the country, this collaboration is debuting with the PEDIGREE® Brand's sponsorship of Hallmark Channel's highly anticipated "2018 American Rescue Dog Show," airing on **Monday, February 19**.

"We are extremely passionate about the opportunities and awareness this partnership with the PEDIGREE Foundation brings to our adoption initiative," said Bill Abbott, President & CEO, Crown Media Family Networks. "Above all, we hope our joint efforts will help spread the message about shelter pets and aid in finding forever homes for countless animals in our nation's shelters."

"There are millions of homeless dogs around the country who need and deserve a loving home," said Deb Fair, PEDIGREE Foundation Executive Director. "By partnering with initiatives like Adoption Ever After, we're able to encourage more people to Adopt, Volunteer and Donate and ultimately make a positive impact on the lives of all dogs."

Working in collaboration with the country's leading animal rescue and welfare organizations, activists, distribution and advertising partners and celebrity influencers, Hallmark Channel's Adoption Ever After aims to dismantle common misconceptions about shelter animals, provide resources, inspire the public to adopt and ultimately put an end to this country's epidemic of pet homelessness.

PEDIGREE Foundation exists to support organizations that help dogs in need find their loving homes. PEDIGREE Foundation grants are funded by the PEDIGREE Brand as well as donations from other individual dog lovers. Through its grant programs, the 501(c)(3) private foundation is working to find a solution to the problem of the millions of homeless dogs in this country. Since 2008, more than \$6.7 million has been awarded through 5,000 grants to shelters and rescues across the country.

The PEDIGREE Brand's sponsorship of the "2018 American Rescue Dog Show" will include in-show field signage, an in-show agility exhibition, behind the scenes vignettes and a digital canine card creator. Scheduled to extend through 2018, the multifaceted co-promotional efforts

will consist of exclusive e-newsletters, digital extensions, social media outreach and integrations within Hallmark Channel's Emmy®-nominated lifestyle series "Home & Family."

For more information about PEDIGREE Foundation, including how to make a donation, visit PedigreeFoundation.org.

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About PEDIGREE Foundation

Formed in 2008 by Mars Petcare, the makers of PEDIGREE food for dogs, PEDIGREE Foundation is an independent 501(c)3 non-profit organization dedicated to helping dogs in need find loving homes by supporting the good work of shelters and dog rescue organizations throughout the country. Through no fault of their own, more than four million dogs end up in shelters and rescue organizations every year, and nearly half of them never find a place to call home. For more information on how you can support the foundation visit www.pedigreefoundation.org.

About the PEDIGREE Brand

The PEDIGREE Brand is the number one brand of dog food and treats in the world, feeding more dogs than any other brand. The PEDIGREE Brand offers a wide variety of products and formats for dogs at every life stage. The PEDIGREE® Brand is built on an unwavering love for all dogs and a commitment to dog adoption. For more information, please visit www.Pedigree.com.

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 88 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" and "Frasier."

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

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkchannel.com

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