

IT'S OFFICIAL! SHELTER DOGS WIN BEST IN SHOW

VIEWERS FLOCK TO HALLMARK CHANNEL FOR "2018 AMERICAN RESCUE DOG SHOW," DEMONSTRATING THAT RESCUES ARE THE COUNTRY'S TOP DOGS

Program a Component of Hallmark Channel's Adoption Ever After, the Network's Pet Adoption Advocacy Initiative

New York, NY, February 22, 2018 – Hallmark Channel's first annual "American Rescue Dog Show" turned in impressive ratings and delivery results Monday night, making it the country's new favorite canine competition and outperforming a long-running, well-known dog show that focuses exclusively on pure breeds. The show delivered 153,000 Adults 25-54 and 864,000 Total Viewers. In addition, the program trended on Twitter and Facebook throughout the night with viewers weighing in on what makes rescue dogs such wonderful pets.

"Pure bred dogs have been celebrated in a variety of dog shows for over a century but rescue dogs are remarkably special and we are proud to showcase them in this way," said Bill Abbott, president & CEO, Crown Media Family Networks. "The American Rescue Dog Show' will only grow in popularity and bring a new level of awareness to the wonderful dogs available in shelters each and every day."

A component of Adoption Ever After, the network's pet adoption advocacy initiative, the "2018 American Rescue Dog Show" is a celebration of shelter dogs in all their beautiful variety. Hosted by Rebecca Romijn and Rich Eisen, with celebrity judges Linda Blair, Rick Springfield, Brandon McMillan, Andrea Arden, David Alexander, and Lisa Arturo, the program light-heartedly pitted rescue dogs from across the country against each other in a personality-driven competition with such categories as Best Wiggle Butt, Best in Snoring, Best in Kissing, Best in Special Needs, Best Senior Dog, Best Underbite, Best Talking, Best Listening, Best Fetcher, and Best Couch Potato. A field of over 2,000 dogs was eventually narrowed down to ten, one winner in each category. At the end of the night, Jackie, a Black Lab/Golden Retriever mix – the Best Senior Dog winner – took top honors as Best in Rescue.

The "2018 American Rescue Dog Show" was sponsored by the PEDIGREE® Brand and marked the launch of a new ongoing joint effort between Hallmark Channel's Adoption Ever After and the PEDIGREE Foundation to help shelter animals across the country find homes. Also partnering with Adoption Ever After to raise the profile of shelter dogs and inspire the public to adopt are Bissell® and Bissell Pet Foundation.

"2018 American Rescue Dog Show" is produced by Michael Levitt Productions. Executive Producers Michael Levitt and Jennifer Schulz are both animal advocates and rescuers whose lives are dedicated to increasing awareness of pet adoption. Levitt, an accomplished TV producer, and Schulz, a communications professional for pet brands and organizations, joined forces to create a show that is both entertaining and heart-warming. Their goal is to celebrate rescue dogs with the hope of inspiring Hallmark Channel viewers to adopt their next pet.

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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

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

ABOUT HALLMARK CHANNEL'S ADOPTION EVER AFTER

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

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