



ENTERTAINMENT'S BIGGEST SUCCESS STORY!

**HALLMARK CHANNEL EXPANDS PET INITIATIVE ADOPTION EVER AFTER
WITH NEW ORIGINAL SPECIAL 'CAT BOWL'
AND RENEWS ITS ANNUAL 'AMERICAN RESCUE DOG SHOW'**

Network Continues Pet-Centric Specials to Proliferate Adoption Message

NEW YORK, NY – March 21, 2018 – Hallmark Channel announced the network will create a new pet-centric original special, “Cat Bowl,” as part of the network’s growing pet initiative ADOPTION EVER AFTER. “Cat Bowl” will feature adult cats and seniors playing a feline Hall of Fame game, Saturday, February 2, 2019. The program is a precursor to the 6th annual “Kitten Bowl” where 100+ kittens take to the field in the Feline Football Championship. Earlier this year, KITTEN BOWL LIVE was the main attraction at Super Bowl LII in Minneapolis with thousands of eager fans lining up to watch kittens play ball, but more importantly, to win the ultimate trophy: a loving, forever home through adoption. All kittens who played the game were adopted, as well as, many adult cats from Minneapolis Animal Care & Control. All of the adult cats and seniors from “Cat Bowl” will be adopted as well, bringing the total of animals adopted since “Kitten Bowl” first premiered in 2014 to more than 14,000. North Shore Animal League America is Hallmark Channel’s partner in all feline-related specials.

Hallmark Channel also announced its inaugural installment of “American Rescue Dog Show” successfully competed against (and bested) the best known pure breed dog show in the world. Hallmark Channel will make “American Rescue Dog Show” an annual event with the second installment airing in February 2019. “American Rescue Dog Show” is distinguished from other national championship dog shows by showcasing shelter dogs in all the categories that matter: Best Wiggle Butt, Best Underbite, Best Sofa Sleeper, and more. All of the animals competing in “American Rescue Dog Show” were adopted to loving homes.

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ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., 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."

For more information, please visit www.crownmediapress.com

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

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