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CROWN MEDIA FAMILY NETWORKS HOLDS IMPROMPTU FACEBOOK LIVE EVENT IN CENTRAL PARK FOLLOWING STORM-RELATED CANCELLATION OF UPFRONT EVENT

Bill Abbott and Ed Georger Make 2018/19 Broadcast Year Announcements with Help from Candace Cameron Bure and Danica McKellar

NEW YORK, NY – March 21, 2018 - Winter Storm Toby may have forced Crown Media Family Networks to cancel its Upfront event Wednesday evening, but it did not stop Bill Abbott, president & CEO, and Ed Georger, EVP of ad sales, from finding a creative way to announce the exciting projects in store for the coming broadcast season.

With the help of Hallmark Channel and Hallmark Movies & Mysteries' fan-favorites, **Candace Cameron Bure** and **Danica McKellar**, the company staged a Facebook live event at 6:30 pm EST against the backdrop of a winter wonderland in Central Park, where they announced several new programming developments for the networks. To view the event, please visit the URL <https://www.facebook.com/hallmarkchannel/>. Below please find links to the individual press releases.

Key Upfront Announcements:

- [Hallmark Channel Expands Pet Initiative Adoption Ever After with New Original Special 'Cat Bowl' and Renewal of 'American Rescue Dog Show'](#)
- [Hallmark Channel Orders Season Six of Original, Primetime Drama Series 'When Calls the Heart'](#)
- [Hallmark Channel to Launch First Ever Interactive 'Home & Family Dream Holiday Home Decorating Contest'](#)
- [Hallmark Movies & Mysteries Adds Three All New, Original Movie Franchises to Network's Successful Lineup](#)

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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, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to

Christmas,”featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour 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”. Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media’s collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company’s subscription streaming service, which offers wholly distinct content from the company’s linear channels. Crown Media Family Networks’ digital publishing extension, Hallmark Publishing, is an eBook division that creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company’s three linear networks.

For more information, please visit www.crownmediapress.com

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

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

Hallmark Drama on Social Media: [Twitter](#)

Hallmark Publishing on Social Media: [Twitter](#)

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ABOUT HALLMARK MOVIES & MYSTERIES

Hallmark Movies & Mysteries is the second 24-hour linear channel under the Crown Media Family Networks umbrella. Distributed in 68 million homes across the United States, Hallmark Movies & Mysteries is one of the fastest growing networks in cable and a leading destination for quality, family friendly entertainment. Launched in 2008 as Hallmark Movie Channel, the network was re-branded in fall of 2014, transitioning into Hallmark Movies & Mysteries. True to its name, the channel brings the lighter side of the suspense and mystery genres into focus with rich, dramatic, and thought-provoking storytelling. The network’s programming lineup features a unique mix of new, original movies, presentations from the acclaimed Hallmark Hall of Fame library, and such time-honored acquired series as “Murder, She Wrote,” “Matlock,” “Hart to Hart”and“Diagnosis Murder”. The channel is also home to the annual, eight-week holiday programming event “Most Wonderful Movies of Christmas,” which helps viewers celebrate the season with new, original movies and holiday favorites.

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.hallmarkmoviesandmysteries.com

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

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