

## **HALLMARK CHANNEL JOINS FORCES WITH ADOPT-A-PET.COM TO HELP VIEWERS FIND ADOPTABLE PETS IN LOCAL COMMUNITIES ACROSS THE COUNTRY**

### **Partnership formed in Conjunction with Hallmark Channel's Pet Adoption Advocacy Initiative, Adoption Ever After**

NEW YORK, NY – May 15, 2018 – Hallmark Channel announced today a new partnership with Adopt-a-Pet.com, North America's largest non-profit pet adoption website, in conjunction with the network's ongoing pet adoption initiative, Adoption Ever After. As part of the partnership, the Adopt-a-Pet.com search module, which allows users to plug in their zip code for extensive profiles of adoptable pets in their area, will be prominently featured on the Adoption Ever After website. Plans to develop additional content for the website based on the stories pets adopted through Adopt-a-Pet.com will also be an element of the strategic alliance.

"We initially began working with Adopt-a-Pet.com when we premiered our first annual American Rescue Dog Show earlier this year and they made it possible for anyone visiting the show's website to instantly identify adoptable pets in their local communities," said Bill Abbott, President & CEO, Crown Media Family Networks. "They offer an invaluable resource, at no cost, for people wanting to adopt and we feel incredibly honored to formalize and extend our collaboration with them to help more animals find the loving homes they deserve."

"[Adopt-a-Pet.com](http://Adopt-a-Pet.com) is thrilled to work with Hallmark Channel to help the hundreds of thousands of homeless pets we serve be seen by even more adopters," said David Meyer, CEO and co-founder of [Adopt-a-Pet.com](http://Adopt-a-Pet.com). "Collaborating with Hallmark and giving our pets added exposure to their engaged audience of animal lovers will undoubtedly be a lifesaver for so many great pets."

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#### **CONTACTS:**

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#### **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 create a future where every pet has a loving home. The initiative shines a spotlight on the countless lovable pets in our nations shelters through annual on-air programming specials like Kitten Bowl, Hero Dog Awards, and The American Rescue Dog Show, as well as strategic partnerships, consumer marketing campaigns, public service announcements, and grassroots efforts.

#### **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.”

### **ABOUT ADOPT-a-PET.com**

[Adopt-a-Pet.com](http://Adopt-a-Pet.com) is North America’s largest non-profit pet adoption website, helping over 18,000 animal shelters, humane societies, SPCAs, pet rescue groups, and pet adoption agencies advertise their purebred and mixed breed pets for free to millions of adopters each month. Sponsored by the pet lovers at Purina, the Petco Foundation, Petco, and Bayer Animal Health LLC, [Adopt-a-Pet.com](http://Adopt-a-Pet.com) helps homeless dogs, cats, and even rabbits and other animals go from alone to adopted.