

Crown Media



VIEWERS SAY, 'I DO,' TO HALLMARK CHANNEL'S THIRD ANNUAL 'JUNE WEDDINGS' PROGRAMMING EVENT

Wedding Season's First New Movie of the Year, "Marrying Mr. Darcy", Ranks as Most-Watched Cable Program of the Week

New York, NY, June 5, 2018 – Scores of viewers took a trip down the aisle with Hallmark Channel Saturday night for the kick-off of the network's third annual month-long "June Weddings" programming event. Featuring five consecutive Saturday night original movie premieres, this year's nuptial-themed extravaganza launched with the debut of "Marrying Mr. Darcy," the sequel to last year's highly successful premiere "Unleashing Mr. Darcy". The movie became cable's highest-rated program of the day among Households and Women 25-54, as well as the most-watched of the entire week among Total Viewers (excluding news and sports).

Key Nielsen Highlights (L+SD)

Saturday, June 2 – "Marrying Mr. Darcy":

- Averaged a 2.6 Household rating, 2.7 million Total Viewers and 505,000 Women 25-54
- Highest -rated and most-watched cable movie of the day and week among Households, Women 25-54, Women 18-49, and Total Viewers
- Elevated Hallmark Channel to be the highest-rated and most-watched network on cable in the Saturday, 9-11p time period, excluding sports
- Was Hallmark Channel's highest-rated and most-watched "June Weddings" original movie premiere across key demographics in network history
- Reached nearly 3.7 million unduplicated Total Viewers

Source: Nielsen, May 28, 2018 – June 3, 2018

For photos and more information, visit the link below:

["Marrying Mr. Darcy"](#)

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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 87 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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