



## HALLMARK CHANNEL GIVES ONE LUCKY VIEWER THE CHANCE TO BE ENVY OF THE NEIGHBORHOOD WITH FIRST ANNUAL HOLIDAY HOME DECORATION SWEEPSTAKES

### Promotion Presented by Balsam Hill and Toyota

NEW YORK, NY – September 4, 2018 – Today, Crown Media Family Networks launched its first annual **Holiday Home Decoration Sweepstakes**, a new promotion that will culminate in an interior and exterior transformation of one lucky family's home into a Christmas wonderland. Hallmark Channel will heavily support the promotion on-air, including regular mentions on the network's daytime lifestyle program, *Home & Family*, as well as online and across social media. Balsam Hill®, the leading provider of premium realistic artificial Christmas trees and holiday décor, and Toyota, a part of the cultural fabric in the U.S. and North America for 60 years, have signed on as marquis sponsors for the competition.

"Our 'Countdown to Christmas' event has become one of our viewers' most-beloved holiday events, and we are always exploring ideas to enhance their experience in a way only we can," said Bill Abbott, president & CEO, Crown Media Family Networks. "Hallmark Channel's first-ever **Holiday Home Decoration Sweepstakes** aligns perfectly with both our programming and our sponsors' seasonal messages, and we look forward to building this initiative into a key annual tradition for many years to come."

Beginning today, viewers may enter the [Holiday Home Decoration Sweepstakes](#) once per day online and can earn the opportunity to win bonus entries in one of two ways: through shares on Twitter and by participating in Balsam Hill's exclusive virtual room decorating experience. In addition to the grand prize, beginning September 21, viewers may also enter a second online holiday sweepstakes that will award five winners per week a \$500 gift card and a seven-inch Balsam Hill Miracle Flame™ Pillar Candle.

On October 15, up to five finalists will be introduced online, and consumers can vote for the home they feel is most deserving of a holiday make-over through October 19.

During the first week of November, Hallmark Channel and a decorating team, led by *Home & Family*'s home décor expert Ken Wingard, will descend on the winner's home and launch a full-scale holiday makeover with Balsam Hill products, which will be transported by Toyota. The final result will be unveiled on-air during Candace Cameron Bure's highly-anticipated new Hallmark Channel original holiday film, *A Shoe Addict's Christmas*, on Sunday, November 25. The following day, the winning home will be prominently featured in a *Home & Family* segment, which will introduce viewers to the lucky family and share behind the scenes footage of the entire decorating process.

**CONTACT:**

Allison Bennett, (212) 445-6692, [AllisonBennett@crowmedia.com](mailto:AllisonBennett@crowmedia.com)

## **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 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."

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

To visit the network website, please visit [www.hallmarkchannel.com](http://www.hallmarkchannel.com)

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

###