



CROWN MEDIA FAMILY NETWORKS APPOINTS THREE DIRECTORS IN NEW ROLES AS COMPANY CONTINUES ON A PATH OF GROWTH

**Rachel Snyder Joins Company as Director, Social Media, Unscripted Programming;
Sajaad Shah Tapped as Director, Email Marketing;
Leilani Gushiken Appointed as Director, Production, EPK & Gallery**

New York, NY, September 10, 2018 – Crown Media Family Networks announced today the appointment of three directors, one each in the areas of social media, digital marketing, and creative. All three positions are based in Crown Media’s Studio City offices and were newly created to accommodate the company’s ongoing growth.

Rachel Snyder joins Crown Media as director of social media, unscripted programming. Reporting to Angela Megrey, vice president, social media, Snyder is charged with the development and oversight of strategic social media and digital initiatives to raise visibility for and fan engagement with Hallmark Channel’s lineup of original unscripted programming, including daytime lifestyle program, “Home and Family”, as well as annual pet specials like “Kitten Bowl” and “American Rescue Dog Show”. She joins the company from ABC Television where she was lead strategist, integrated marketing, unscripted for “Jimmy Kimmel Live”, “The Bachelor” franchise, and the relaunch of “American Idol” for the network.

Additionally, the company has appointed **Sajaad Shah** as director, email marketing. Shah is responsible for the strategic development and management of Crown Media’s email marketing and mobile app messaging initiatives. His role will have a particular focus on growing the subscription base for the company’s new SVOD service, Hallmark Movies Now. He reports to Danielle Mullin, vice president, consumer marketing. Shah joins Crown Media from Penny Overstock where he served as senior manager, email marketing.

Lastly, **Leilani Gushiken** has joined Crown Media as director, production, EPK & gallery. In this role, Gushiken will manage the increasing number of behind-the-scenes, gallery, and special promo shoots for Hallmark Channel and Hallmark Movies & Mysteries. She will work in collaboration with the creative teams on all aspects of special shoots, gallery, and behind-the-scenes production, including pre-production logistics, shooting b-roll, and supervising interview footage on set. Gushiken reports to both Jennifer Lee-Temple, senior vice president, print, video & web design, and Jane Gross, vice president, on-air promotions. Previously, she served as producer at Side Hustle Studios.

“Our business’ continued expansion prompted us to create new specialized positions to help further distinguish Crown Media as the leader in scripted and unscripted family entertainment,” said **Bill Abbott**, president & CEO. “We welcome Rachel, Sajaad, and Leilani to the company and are confident they will be instrumental to our future success and evolution.”

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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, "Miracles 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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