

**HALLMARK CHANNEL SIGNS ON AS OFFICIAL PRESENTING SPONSOR OF
LEGOLAND® PARKS AND LEGOLAND® DISCOVERY CENTERS' ANNUAL WINTER
HOLIDAY EVENTS**

Hallmark Channel Star Jodie Sweetin is the Honorary Guest at LEGOLAND® California Resort's Tree Lighting Ceremony on November 26th

New York, NY November 7, 2018 – Hallmark Channel and LEGOLAND® Parks are teaming up this holiday season to bring guests a Christmas experience with more yuletide fun than ever before. The network has signed on as the official presenting sponsor of the annual winter holiday events at LEGOLAND® California Resort, LEGOLAND® Florida Resort and all eleven LEGOLAND® Discovery Centers in the U.S. Guests will enjoy live entertainment, life-size LEGO® holiday decorations and even some snow fall. As part of the new sponsorship, Hallmark Channel will bring photo opportunities and holiday displays, exterior and interior park signage and logo inclusion on all event materials.

Additionally, **Jodie Sweetin**, star of two Hallmark Channel original movies from the network's seasonal programming event sensation, "Countdown to Christmas", will be the honorary guest at the annual Tree Lighting Ceremony at LEGOLAND® California Resort on November 26th.

"Our partnership with LEGOLAND® Parks and Discovery Centers is yet another great way for Hallmark Channel fans to enjoy the holiday season with family and friends" said Danielle Mullin, vice president of consumer marketing, Crown Media Family Networks. "I am confident that guests will feel the spirit of the season at LEGOLAND Parks and Discovery Centers winter holiday events just as they do when watching Hallmark Channel original holiday movies during our annual 'Countdown to Christmas' event."

LEGOLAND California Resort's Holidays event officially kicks off on November 17th and LEGOLAND Florida Resort's Christmas Bricktacular event begins on December 1st, with special activities at each location every Saturday and Sunday. For more information, visit www.LEGOLAND.com.

Contact: Megan Van Tine, 212-445-6694 | MeganVanTine@CrownMedia.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 86 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

To visit the network website, please visit www.hallmarkchannel.com

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

About LEGOLAND® Parks

LEGOLAND® Parks are unique theme park specifically designed for families with children between the ages of 2 to 12. Based on the world’s most popular toy - the LEGO® brick – LEGOLAND offers families the opportunity to play together and to let their imaginations run free through an exciting range of unique LEGO® experiences from kid-powered rides, building challenges, spectacular LEGO models, interactive attractions, family-friendly coasters and shows that pull the audience into the action. The first LEGOLAND Park opened in Billund, Denmark, followed by LEGOLAND® Windsor in the United Kingdom in 1996; LEGOLAND® California in 1999; LEGOLAND® Deutschland in 2002; LEGOLAND® Florida in 2011; LEGOLAND® Malaysia in 2012; LEGOLAND® Dubai in 2016; LEGOLAND Japan in 2017 and LEGOLAND® New York is opening in 2020. For more information, visit www.LEGOLAND.com

About LEGOLAND® Discovery Centers:

LEGOLAND® Discovery Center is the ultimate indoor LEGO® playground and has 11 locations across North America. Geared towards children ages 3 to 10 and their families, the attraction features millions of LEGO® bricks and multiple attractions including: Master Builder Academy; Kingdom Quest Laser Ride; Merlin’s Apprentice Ride; LEGO® 4D Cinema; Build and Test; MINILAND™ featuring iconic landmarks; LEGO® Friends Heartlake City and more.

Visit <http://www.LEGOLANDDiscoveryCenter.com> for attraction info and locations. LEGOLAND® Discovery Center is a part of the Merlin Entertainments Group.

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