



## **CROWN MEDIA FAMILY NETWORKS EXPANDS FOOTPRINT WITH LAUNCH OF “HALLMARK CHANNELS’ OFFICIAL PODCAST”**

### **Program Debuts December 14 with Two Holiday-Themed Episodes**

**New York, NY, December 12, 2018** – With the appetite for Hallmark-branded content at an all-time high, Crown Media Family Networks announced today the launch of “Hallmark Channels’ Official Podcast”, the latest addition to the company’s growing portfolio of entertainment platforms. Hosted by a rotating panel of Hallmark’s family of beloved stars, the program will give listeners an insider’s passport to all things Hallmark Channel and Hallmark Movies & Mysteries, with program previews, exclusive talent interviews, surprise guests, and behind-the-scenes stories from the sets of the networks’ wide array of productions.

“Between the ever-growing demand for Hallmark content and the surging popularity of podcasts, we recognized an excellent opportunity to further engage our loyal fanbase and entertain them in a whole new way,” said Bill Abbott, President & CEO, Crown Media Family Networks. “With three linear networks, a subscription streaming service, publishing division, Sirius XM holiday radio station, and now ‘Hallmark Channels’ Official Podcast’, our brand has become ubiquitous across platforms and we look forward to this exciting new chapter in our business’ ongoing success story.”

The program will kick off with two concurrent episodes, one each surrounding Hallmark Channel and Hallmark Movies & Mysteries’ top-rated holiday programming events: “Hallmark Channels’ Official Podcast: Countdown to Christmas”, headlined by “Home & Family’s” Debbie Matenopoulos and Cameron Mathison; and “Hallmark Channels’ Official Podcast: Miracles of Christmas”, hosted by network stars, Brennan Elliott and Nikki DeLoach.

Produced for Crown Media Family Networks by IKA Collective, “Hallmark Channels’ Official Podcast” will be available on Apple and Google Podcasts, [hallmarkchannel.com/podcasts](http://hallmarkchannel.com/podcasts), and wherever listeners access their favorite podcasts.

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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](http://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](#)

## **ABOUT IKA COLLECTIVE**

IKA Collective is a full-service creative production agency and content creation company currently in its 32nd year. IKA’s experience in creating national commercials, network television programming and original digital series, combined with extensive in-house creative talent and resources, enables the company to create entertaining, highly scalable bespoke content. IKA combines ideas and technology to create strong imagery, capture authentic performances, and deliver measurable results. IKA Collective is comprised of award-winning filmmakers who believe that the process is as important as the product. The company culture centers around the notion that great ideas can come from anywhere, at any time, and fostering a relaxed, collaborative environment sets the stage for the very best work. Client/partners include Crown Media Networks, FOX Broadcasting, ABC, The New York Times, Showtime, United Airlines, NBCUniversal, St. Martin’s Press, Discovery Communications and WebMD. IKA Collective has offices in New York and Los Angeles, and is represented by Paradigm Talent Agency.

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