



HALLMARK CHANNEL LAUNCHES FIRST ANNUAL RENOVATION FEVER SWEEPSTAKES

Promotion Presented by Benjamin Moore®

New York, NY, March 20, 2019 – Hallmark Channel announced today the launch of its first annual **Renovation Fever Sweepstakes**, a new unique promotion that will give one lucky viewer the chance to win a Grand Prize package that includes \$50,000 that can be used toward his or her own family room renovation. Running in conjunction with the network's annual programming event, "**Spring Fever**", the sweepstakes will be heavily promoted on-air, online, and across social media, coinciding with a poll asking viewers for their help in the redesign of the family room set of the network's Emmy®-nominated daily lifestyle show, "**Home & Family**". **Benjamin Moore®** has signed on to sponsor this year's sweepstakes, contributing \$1,000 of paint and supplies to the Grand Prize.

Viewers may enter the [Renovation Fever Sweepstakes](#) once per day online and can earn the chance to win bonus entries in one of two ways: by voting online for which style of renovation component (i.e. tiles, furniture, flooring) should be implemented each week on the "Home & Family" family room set and by participating in the online interactive room decorating module. In addition to the Grand Prize, entries from the weekly room design module and from voting online will award five winners per week \$500 cash. Carpenter and television personality **Brett Tutor** (Trading Spaces) will make weekly guest appearances on the "Home & Family" set overseeing the family room renovation installments.

Voting will be open through April 28 and will culminate with a final reveal of the renovated "Home & Family" family room the following week. The Grand Prize sweepstakes winner will also win a trip for two to Los Angeles to appear on "Home & Family", where the show's expert family members will offer decorating and remodeling advice to make the most out of the one-of-a-kind renovation giveaway.

In years to come, the ultimate goal of the **Renovation Fever Sweepstakes** is to renovate the entire "Home & Family" home, with the kitchen being next year's anticipated remodeling project. To take a closer look at this year's inaugural sweepstakes, please click [here](#).

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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 85 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](#)

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