



HALLMARK DRAMA'S 'CHRISTMAS COOKIE COUNTDOWN' SERIES COMING THIS HOLIDAY SEASON

Series to Premiere in Fourth Quarter 2019 as Hallmark Drama's First Dive Into Original Content

New York, NY, March 21, 2019 – Crown Media Family Networks announced today the launch of **Hallmark Drama's "Christmas Cookie Countdown,"** a five-episode competition series featuring some of the most talented amateur home bakers around the country and the most exciting yuletide cookie challenges the holiday season has ever seen. The series will be judged by a panel of three well-known pastry chefs and hosted by a rotating panel of beloved Hallmark stars who will offer encouragement and support the teams throughout the competition. The program will be among the network's first on-air original content since its launch in 2017.

"The 'Christmas Cookie Countdown' gives Hallmark Drama signature content that can't be seen anywhere else," said Bill Abbott, President & CEO, Crown Media Family Networks. "This good-natured competition is a great addition to Crown Media's tradition of celebrating the holidays on-air and we have every confidence it will resonate strongly with our viewers."

Hallmark Drama, Crown Media Family Networks' third linear network, is in nearly 20 million households today and is on the path to reach 40 million by the end of the 2019 Calendar Year.

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ABOUT HALLMARK DRAMA

Launched in October 2017, Hallmark Drama joined Hallmark Channel and Hallmark Movies & Mysteries as Crown Media Family Networks' third linear cable television network. Distributed in nearly 20 million homes, the network features an unduplicated lineup from its sister networks, and evokes the legacy and spirit of the iconic, award-winning Hallmark Hall of Fame franchise with engaging, dramatic storytelling. In addition to fan-favorite Hallmark Hall of Fame titles, the network showcases an array of movies and series from Crown Media's vast library of original dramatic content.

For more information, please visit www.crownmediapress.com

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

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

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