



HALLMARK DRAMA ANNOUNCES NEW ORIGINAL SERIES ‘PROJECT CHRISTMAS JOY: ALABAMA’ [WORKING TITLE]

New York, NY, March 21, 2019 – Crown Media Family Networks announced today “**Project Christmas Joy: Alabama**” [Working Title] on **Hallmark Drama**, a new original program coming this Christmas season that will give a town in need an extreme Hallmark holiday transformation. From an extravagant Christmas tree lighting to a Main Street makeover, this series will spread holiday cheer for a town that needs it the most. The program is one of two new original programming installments for Hallmark Drama announced at Crown Media’s upfront event tonight, both of which are the network’s first on-air original content since its launch.

“This show aligns perfectly with Hallmark Drama’s exclusive offering of original content,” said Bill Abbott, President & CEO, Crown Media Family Networks. “We look forward to bringing Hallmark holiday joy to a special town in Alabama for the 2019 Christmas season.”

Crown Media Family Networks’ third linear network, Hallmark Drama, 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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