



## **CROWN MEDIA FAMILY NETWORKS' DANIELLE MULLIN ELEVATED TO SENIOR VICE PRESIDENT, MARKETING**

**New York, NY, June 3, 2019** – Crown Media Family Networks announced today **Danielle Mullin** has been promoted from Vice President, Consumer Marketing to Senior Vice President, Marketing. Based in the company's Los Angeles office, Mullin reports to Bill Abbott, President & CEO.

In her expanded role, Mullin will lead marketing campaigns and strategic brand development for all of Crown Media's portfolio of businesses, including three linear networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama; subscription video on demand service, Hallmark Movies Now; publishing division, Hallmark Publishing; and newly-launched podcast, Hallmark Channels' Bubbly Sesh.

"From the moment she joined Crown Media, Danielle has brought a fresh perspective to our marketing efforts and has been instrumental in executing strategic campaigns that create exciting new ways for viewers to experience our brand," said Abbott. "Her deep experience with multiple platforms will allow Crown Media to further maximize marketing opportunities that move the needle for our business and consumers."

Mullin joined Crown Media in 2017 from WGN America and previously served as vice president of marketing for Freeform. She earned an M.F.A. in creative writing at Emerson College, as well as a B.A. in English and Psychology at Boston College.

Contact: Megan Van Tine | 212-445-6694 | [MeganVanTine@CrownMedia.com](mailto:MeganVanTine@CrownMedia.com)

### **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](#)

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