



**HALLMARK CHANNEL AND CAMPBELL SOUP COMPANY ARE JOINING FORCES
THIS HOLIDAY SEASON WITH MULTIFACETED PARTNERSHIP AROUND
10TH ANNIVERSARY OF 'COUNTDOWN TO CHRISTMAS'**

"Joy Night In" Partnership Includes Linear Integrations, Robust Digital Strategy & Front-of-Store Activation in 1,400 Walmart Locations Nationwide

New York, NY November 20, 2019 – Hallmark Channel and Campbell Soup Company are teaming up to celebrate the holidays with a multi-platform strategic partnership around "Countdown to Christmas", the companies announced today. Encouraging viewers to "Eat, Watch & Be Merry" with a "**Joy Night In**", the collaboration consists of on-air integrations, an extensive digital and social media strategy, and a secondary partnership with Walmart, putting the promotion front-and-center in 1,400 retail locations nationwide. Central to the partnership is a custom-created, co-branded "Joy Night In" programming guide which features the full "Countdown to Christmas" original movie premiere schedule, recipes, a watch-and-play Bingo game, and more.

"In addition to classic holiday customs like indoor gatherings and families cooking together, 'Countdown to Christmas' has become a cherished seasonal tradition in its own right," said Ed Georger, EVP, advertising sales & digital media, Crown Media Family Networks. "Much like Hallmark Channel's signature holiday movies, *Campbell's*[®] soup and recipes evoke the warmth and spirit of the season, making this partnership the perfect fit."

"Our 'Joy Night In' partnership was built around the trend of JOMO, or the joy of missing out," said Marci Raible, VP, Integrated Marketing, Campbell Soup Company. "By partnering with Hallmark and Walmart with a goal of positioning Campbell's in a relevant and refreshing way, we're able to fully integrate Campbell's into the holiday experience by creating an innovative and impactful media-to-shelf program."

Partnership highlights consist of:

• **Linear integrations, including:**

- Premiere of original holiday movie, "[A Christmas Miracle](#)", in which the film's star, Tamera Mowry-Housley, is featured enjoying *Campbell's*[®] [Tomato Soup](#) with a grilled cheese sandwich
- November 22nd episode of Hallmark Channel's daily lifestyle program, "[Home & Family](#)", featuring a cooking demonstration segment in which show co-host Cameron Mathison makes *Campbell's* [Classic Green Bean Casserole](#)
- November 27th premiere of original holiday movie, "[The Christmas Club](#)", starring Mathison who is depicted making the Green Bean Casserole
- Traditions vignette, "Presented by Campbell's Joy Night In", featuring Hallmark talent sharing favorite holiday traditions and family moments

- **Digital & Social Strategy, including:**

- A resource-rich “[Joy Night In](#)” website featuring recipes, a downloadable seasonal cookbook, “Countdown to Christmas” movie previews and programming schedule, holiday decorating tips, and more
- Two “Homemade” (or “Hands & Pans”) videos highlighting the making of *Campbell’s* recipes
- Three-night *Campbell’s* “takeovers” of the “A Christmas Miracle”, “The Christmas Club”, and “Home & Family” websites leading up to each integration
- Facebook Live series and social media influencer campaign

- **Walmart In-Store Activation:**

- Holiday Train In-Store Displays in 1,400 Walmart retail locations nationwide
- Cooking demonstrations
- “Joy Night In” programming guides handed out to shoppers and included in Walmart.com order shipments delivered in the first two weeks of November
- “Countdown to Christmas” movie previews and “Hallmark Channel’s Homemade” videos playing on a loop on Vudu, Walmart’s in-store TV network

For more information, please visit [HallmarkChannel.com](#) and *Campbell’s* “[Make it a Joy Night In](#)”.

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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 81 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](#)

ABOUT CAMPBELL SOUP COMPANY

Campbell (NYSE:CPB) is driven and inspired by our Purpose, “Real food that matters for life’s moments.” For generations, people have trusted Campbell to provide authentic, flavorful and affordable snacks, soups and simple meals, and beverages. Founded in 1869, Campbell has a heritage of giving back and acting as a good steward of the planet’s natural resources. The company is a member of the Standard and Poor’s 500 and the FTSE4Good Index. For more information, visit www.campbellsoupcompany.com or follow company news on Twitter via [@CampbellSoupCo](https://twitter.com/CampbellSoupCo).

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