



JCPenney

**HALLMARK CHANNEL TEAMS UP WITH JCPENNEY  
FOR A ONE-OF-A-KIND HOLIDAY PROMOTION  
AROUND NEW ORIGINAL MOVIE, 'CHRISTMAS AT DOLLYWOOD'**

**Partnership Highlighted by Custom Vignettes Hosted by "Christmas at Dollywood" Star,  
Danica McKellar,  
to Air Across Linear, Digital & Social Platforms**

**Co-Branded Retail Displays to Launch in JCPenney Stores Nationwide**

**New York, NY, December 3, 2019** – With the 10<sup>th</sup> Anniversary of **Hallmark Channel's "Countdown to Christmas"** in full swing, the network announced today a strategic new partnership with **JCPenney** featuring custom on-air content, digital and live activations, exclusive in-store retail displays, and more. The collaboration centers around the new Hallmark Channel original holiday movie, "**Christmas at Dollywood**," which will make its world debut on Dec. 8 at 8 p.m. ET, 7 p.m. CT.

"JCPenney is a 117-year-young American retail icon that is perfectly aligned with Hallmark Channel's sensibility and family values, making them an ideal partner, especially during this important anniversary year for 'Countdown to Christmas,'" said Ed Georger, EVP Ad Sales & Digital Media, Crown Media Family Networks. "This collaboration is win-win – it's an innovative way for us to bring unique value to JCPenney with our top-rated holiday event, while they are able to increase exposure of our channel and content in-store and with creative custom vignettes featuring one of Hallmark Channel's most beloved stars."

The movie's star, **Danica McKellar** will host a series of six custom vignettes to air during the commercial breaks of the highly-anticipated original premiere. The 30-second spots, produced by Crown Media Productions, will showcase some of her JCPenney holiday items that help her family make the most of their holiday, followed by a 15-second ad. The vignettes will also be featured on Hallmark Channel and JCPenney digital platforms, social channels and the Hallmark Movie Checklist App.

"JCPenney is focused on bringing families together to remember the little things this holiday season, and Hallmark is the perfect partner to help us bring that to life as it celebrates the 10<sup>th</sup> anniversary of 'Countdown to Christmas,'" said Shawn Gensch, JCPenney chief customer officer. "Through our first-of-its-kind vignettes, 'Christmas at Dollywood' star Danica McKellar will showcase JCPenney product in a totally new way, sharing some of her favorite holiday stories and reminding viewers that small things can make big memories."

JCPenney is highlighting "Countdown to Christmas" with Hallmark Channel signage in JCPenney stores nationwide. In addition, the retailer will host an exclusive screening of "Christmas at Dollywood" for media, influencers and select JCPenney Rewards members on Dec. 5 in New York City.

For more information, please visit [HallmarkChannel.com](http://HallmarkChannel.com) and [jcpenney.com/holiday](http://jcpenney.com/holiday).

## **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](http://www.crownmediapress.com)

To visit the network website, please visit [www.hallmarkchannel.com](http://www.hallmarkchannel.com)

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

## **ABOUT JC PENNEY**

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home retailers, combines an expansive footprint of approximately 850 stores across the United States and Puerto Rico with a powerful e-commerce site, [jcp.com](http://jcp.com), to deliver style and value for all hard-working American families. At every touchpoint, customers will discover stylish merchandise at incredible value from an extensive portfolio of private, exclusive and national brands. Reinforcing this shopping experience is the customer service and warrior spirit of approximately 95,000 associates across the globe, all driving toward the Company's mission to help customers find what they love for less time, money and effort. For additional information, please visit [jcp.com](http://jcp.com).

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