HALLMARK CHANNEL’S ‘AMERICAN RESCUE DOG SHOW’
OUTPERFORMS COUNTRY’S LONGEST-RUNNING PEDIGREE CANINE COMPETITION

Shepherd-Mix “Sugar” Takes Home the Top Prize, Winning “Best in Rescue”

Bi-Coastal Immersive Adoption Events Celebrate “American Rescue Dog Show” in Los Angeles and New York

New York, NY, February 20, 2020 – For the third year in a row, Hallmark Channel’s “American Rescue Dog Show” out-performed the country’s most established purebred dog competition, once again demonstrating the ultimate lovability of shelter dogs.

The average of the network’s Sunday-Monday night shelter dog special out-delivered the two-night average of the pedigree competition across all key demos, including Households, Women 18-49, Women 25-54, Women 18+, and Total Viewers. This year’s “American Rescue Dog” reached a combined total of over 2.8 million Unduplicated Total Viewers.

Sugar, this year’s “Best in Belly Rubs” category winner, competed against a pool of over 100 dogs to take home the top prize of “Best in Rescue.” Click Here for Video of the Winning Moment.

Hosted by Rebecca Romijn and Rodney Peete, “American Rescue Dog Show” has become a beloved annual programming tradition that airs in conjunction with network’s pet adoption initiative, Adoption Ever After.

In addition to on-air content, Hallmark Channel spotlighted “American Rescue Dog Show” at two immersive pup-up adoption stunts, one in New York City’s Times Square featuring an appearance by former NFL star Rodney Peete and another at the Santa Monica Pier in Los Angeles, where former NFL running back Rashad Jennings dropped in to talk about the importance of pet adoption. To watch a video highlighting the bi-coastal puppy fest, click this link.

Source: Nielsen, Live+SD, February 10-17, 2020

For photos and more information, please visit the link here: “American Rescue Dog Show”

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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 80 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,” “Love Ever After,” “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
ABOUT HALLMARK CHANNEL’S ADOPTION EVER AFTER

Working in collaboration with the country’s leading animal rescue and welfare organizations, activists, distribution and advertising partners, and celebrity influencers, Hallmark Channel’s Adoption Ever After aims to dismantle common misconceptions about shelter animals, provide resources, inspire the public to adopt, and ultimately create a future where every pet has a loving home. The initiative shines a spotlight on the countless lovable pets in our nation’s shelters through annual on-air programming specials like Kitten Bowl, Cat Bowl, Hero Dog Awards, and American Rescue Dog Show, as well as strategic partnerships, consumer marketing campaigns, public service announcements, and grassroots efforts.

For more information, please visit www.crownmediapress.com
To visit the Adoption Ever After website, please visit https://www.hallmarkchannel.com/adoption-ever-after

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