



CROWN MEDIA FAMILY NETWORKS ANNOUNCES NEW PLANS TO COMFORT AND ENTERTAIN VIEWERS

**Company Offers Free 30-Day Trial to SVOD Service, Hallmark Movies Now;
Free eBook from Hallmark Publishing**

**“We Need a Little Christmas” Movie Marathon Returns on Hallmark Channel;
Hallmark Movies & Mysteries Starts Its Own Weekend Marathon,**

“Miracles of Christmas Movie Marathon” – Friday, March 27 – Sunday, March 29

New York, NY, March 26, 2020 – As more and more Americans stay home, Crown Media Family Networks announced today new efforts to provide feel-good entertainment and forge a sense of community and connectedness.

The company is offering new users a free 30-Day free trial to the company’s SVOD platform, **Hallmark Movies Now**. The service, which is now doubling up on its popular Christmas movie offerings, features hundreds of hours of feel-good Hallmark series and movies. Those interested in signing up for the offer may visit <https://www.hmnow.com/sign-up>.

The company’s publishing division, **Hallmark Publishing**, which produces eBooks, audiobooks, and paperbacks, is also getting in on the action, offering a free eBook version of ***A Country Wedding*** on HallmarkPublishing.com, in addition to hosting a virtual book club about the novel on Facebook. Moreover, the company will offer a \$0.99 eBook sale for seven popular titles at all eBook retailers. Titles include, *Love by Chance*, *Country Hearts*, *The Story of Us*, *A Simple Wedding*, *Love at the Shore*, *Beach Wedding Weekend*, and *Love on Location*. More about Hallmark Publishing’s robust catalog of paperback, eBook, and audiobook offerings can be found [here](#).

Finally, following an overwhelmingly positive response to Hallmark Channel’s “We Need a Little Christmas” [holiday movie marathon](#) over the weekend, the network is reprising the stunt with another holiday movie event. The marathon kicks off Friday, March 27, and goes through Sunday, March 29. Please click [here](#) for the full lineup. For high-res images, please click [here](#) for access.

The network’s premiere of “Just My Type,” on Saturday, March 28, as well as new episodes of “When Calls the Heart” and “When Hope Calls” on Sunday, March 29, will air at their originally scheduled times.

Hallmark Movies & Mysteries is also kicking off a weekend holiday event, “Miracles of Christmas Movie Marathon,” beginning Friday, March 27, through Sunday, March 29. Please click [here](#) for

the full lineup. For high-res images, please click [here](#) for access.

The network's premiere of "Mystery 101: An Education in Murder," on Sunday, March 29, will air at the originally scheduled time.

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ABOUT CROWN MEDIA FAMILY NETWORK

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' publishing extension, Hallmark Publishing, 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

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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