



**HALLMARK CHANNEL STARS SHARE MESSAGES OF
HOPE & SOLIDARITY WITH VIEWERS,
AND THANK FRONTLINE HEROES IN NEW SERIES OF VIDEO SPOTS**

**CAST OF “HOME & FAMILY” AND OTHER NETWORK TALENT POST SOCIAL MEDIA
VIDEOS FEATURING MUSICAL PERFORMANCES, COOKING DEMONSTRATIONS, DIY
PROJECTS, AND MORE**

Viewers Invited to Join the Conversation using #CareEnough

New York, NY, March 30, 2020 – Following in the footsteps of parent company Hallmark Cards’ time-honored tradition of connecting people and spreading kindness, Hallmark Channel is enlisting its talent to engage and entertain viewers, and celebrate frontline heroes in a series of videos and social media posts, the company announced today.

The announcement follows Hallmark’s pledge, revealed Friday, to donate two million cards, encouraging people to connect with loved ones and others in this time of social distancing. Anyone in the continental U.S. is invited to visit Hallmark.com/CareEnough, where they may sign up to receive a free three-card pack, while supplies last.

In a series of video spots, beloved Hallmark Channel stars, including **Candace Cameron Bure, Lacey Chabert, Danica McKellar, Holly Robinson Peete, Kristoffer Polaha, Alexa and Carlos PenaVega, Rachel Boston, Viv Leacock**, and more, impart heartwarming messages of hope and togetherness, and express gratitude to the heroes working on the frontlines – from doctors, nurses, and first responders to the people stocking grocery store shelves and delivering food.

In addition, “Home & Family” cast members and other network stars invite viewers into their homes with a variety of light-hearted topical videos, including musical performances, work-out videos, DIY tips, cooking demonstrations, and more. To join in the conversation, viewers may follow @HallmarkChannel on Facebook, Twitter, and Instagram using #CareEnough.

Click [here](#) for a link to the first of several video spots.

Contact: Allison Bennett, 212-445-6692 | AllisonBennett@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’ 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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