

Wonya Lucas Named President and CEO of Crown Media Family Networks

STUDIO CITY, Calif., July 23, 2020 – Crown Media Family Networks today announced Wonya Lucas as its new president and CEO. She will report to Mike Perry, the CEO of parent company Hallmark Cards, Inc.

Lucas will focus on growing the iconic television brand, whose flagship Hallmark Channel is routinely ranked among the top cable networks. She's responsible for the strategic direction, daily management and growth of the three linear networks—the Hallmark Channel, Hallmark Movies & Mysteries and Hallmark Drama—as well as the company's digital platforms and subscription streaming service, Hallmark Movies Now.

“Wonya is a brand builder at her core who shares Hallmark’s beliefs and values. She has a deep understanding of the role our brand plays in fulfilling a bigger purpose in people’s lives,” Perry said. “After a thorough search process, we found a remarkable leader with proven general management skills, as well as a track record of success in driving business results and evolving the positioning and programming of a brand. I am absolutely thrilled to welcome Wonya to the Hallmark family.”

“Hallmark has been central to my life since I can remember, starting with those Hallmark Hall of Fame movies that were as enriching as they were entertaining,” Lucas said. “In some ways, my entire career has led me to this incredible opportunity to use the breadth of my experience and skills to evolve an iconic and beloved brand, a culture and a business. I am honored to link arms with the multi-talented leaders and their teams at Crown to build toward an exciting future.”

Lucas has deep and wide media experience, including leadership positions at Discovery, TNT, and the Weather Channel, among others. Most recently, she was the president and CEO of the NPR and PBS outlets in Atlanta.

To learn more about Wonya Lucas, please click [here](#).

To download Wonya's headshot, please click [here](#).

About Hallmark:

For more than 100 years, family-owned Hallmark Cards, Inc. has been dedicated to creating a more emotionally connected world. Headquartered in Kansas City, Missouri and employing 30,000 worldwide, the approximately \$4 billion company operates a diversified portfolio of businesses. The [Hallmark Global](#) business sells greeting cards, gift wrap and related products in more than 30 languages with distribution in more than 100 countries and 100,000 rooftops worldwide, including about 2,000 Hallmark Gold Crown stores in five countries. [Crayola®](#) offers a wide range of art materials and creative play toys designed to spark children's creativity around the globe. [Crown Media Family Networks](#) operates three cable channels – Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama – in addition to Hallmark Publishing, the e-books division of the Hallmark channels, and Hallmark Movies Now, a subscription-based streaming service. [Crown Center](#) is a real estate development company that manages the 85-acre hotel, office, entertainment and residential campus surrounding Hallmark's headquarters. For more information, visit [Hallmark.com](#). Connect on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), [LinkedIn](#) and [YouTube](#).

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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