

HALLMARK CHANNEL LAUNCHES
'SUMMER NIGHTS BACKYARD ADVENTURE SWEEPSTAKES',
PRESENTED BY EDIBLE®

Sweepstakes Will Award One Lucky Grand Prize Winner
\$5K Cash and The Ultimate Summer Bundle from Edible®
to Create a One-of-a-Kind Backyard Adventure

New York, NY, July 27, 2020 – Hallmark Channel announced today the launch of the “**Summer Nights Backyard Adventure Sweepstakes**”, a unique promotion awarding one lucky viewer with the Grand Prize package of \$5,000 cash and The Ultimate Summer Bundle from Edible® to help create a one-of-a-kind summertime backyard adventure. Presented by **Edible®**, the leader in deliciously creative gifts and treats, the sweepstakes will be open now through August 30th, 2020.

Viewers can enter online to win the Grand Prize once per day, with additional opportunities to spin the prize wheel and win daily prizes, including Hallmark Channel-branded summertime must-haves such as beach towels, pool floats, picnic baskets, cooler bags, and more. Edible® will provide daily prizes as well, including their seasonal Pineapple Bouquet and Summer Fruits Platter.

Additionally, viewers will have the chance to watch up to three exclusive sneak peeks from the network’s seasonal programming event, “[Summer Nights](#)”, which will feature three consecutive Saturday night original movie premieres; “[Romance in the Air](#)” on August 1 (9pm/8c), “[Love on Harbor Island](#)” on August 8 (9pm/8c), and “[Wedding Every Weekend](#)” on August 15 (9pm/8c), as well as one exclusive sneak peek from this year’s “Fall Harvest” original movie premiere “[Country at Heart](#)”, slated to air on October 3.

To learn more about the sweepstakes, please click [here](#).

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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. As the country’s leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network features an ambitious lineup of original content, including movies; scripted primetime series; annual pet specials including, “Kitten Bowl” and “American Rescue Dog Show”; 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” and many other seasonal offerings. 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

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

ABOUT EDIBLE®

For more than 20 years, families have trusted Edible® to celebrate what’s good in life with beautifully designed gifts and treats. A company rooted in creating unforgettable moments, Edible delights guests by hand delivering original and iconic fruit masterpieces and exquisite combinations of creativity and indulgence. Renown for showstopping

chocolate-dipped fruit arrangements, Edible offers a range of irresistible gifts including Edible Arrangements®, Dipped Fruit Boxes, indulgent party platters, hand-crafted cheesecakes, gourmet popcorn, premium chocolates, delicious cookies and more. Today, there are over 950 franchise locations that bring the passion to WOW it's guests with every fruit that's dipped, box that's filled or arrangement that's hand delivered. For more information, visit www.edible.com.

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