

**CROWN MEDIA FAMILY NETWORKS UNVEILS ITS MOST
COMPELLING, EXTENSIVE HOLIDAY EXPERIENCE EVER**

**BELOVED SEASONAL TRADITIONS, ‘COUNTDOWN TO CHRISTMAS’
AND ‘MIRACLES OF CHRISTMAS’ LAUNCH OCTOBER 23,
MAKING HALLMARK CHANNEL AND HALLMARK MOVIES & MYSTERIES
YOUR HOME FOR THE HOLIDAYS**

**All-New Original Movies, Holiday-themed Episodes of ‘Home & Family,’
Hallmark Channel-branded Gifts, Hallmark Channel Radio, Fan Sweepstakes, and More**

STUDIO CITY, CA – September 23, 2020 – With Hallmark Channel’s *Countdown to Christmas* and Hallmark Movies & Mysteries’ *Miracles of Christmas* kicking off October 23rd, Crown Media Family Networks today announced its 2020 holiday campaign, which marks the company’s most extensive seasonal experience yet for millions of Hallmark fans and viewers. Home to cable’s top destinations for holiday viewing, Hallmark Channel and sister network Hallmark Movies & Mysteries, the company continues its tradition of feel-good entertainment and experiences that keep enthusiasts returning year-after-year.

A testament to Crown Media’s commitment to viewers and their unique connection with Hallmark Christmas programming, the company is reprising its ever-popular brand extensions and marketing partnerships, including an all-new Monopoly game: Hallmark Channel Holiday Edition; The Republic of Tea Countdown to Christmas themed tea tins; new holiday titles from Hallmark Publishing; Bissinger’s Countdown to Christmas chocolate calendar; Hallmark Flowers; and the recently-announced launch of Hallmark Channel Wines—Jingle and Joy—which make a perfect pairing with the networks’ holiday movies. Additionally, Hallmark Gold Crown stores and Hallmark.com will offer an exclusive line of all-new, authentic Hallmark Channel-branded gifts that include apparel, glassware, and home décor. *Hallmark Channel’s Very Merry Giveaway Sweepstakes*, SiriusXM’s Christmas music destination, Hallmark Channel Radio; Hallmark Channels’ Bubbly Sesh Podcast; and the *Holiday Home Decoration Sweepstakes* are additional elements that complement Crown Media’s programming and enhance the company’s multi-dimensional holiday experience.

“For more than a decade, Hallmark holiday movies have represented the gold standard that many aspire to replicate,” said Crown Media’s President & CEO, Wonya Lucas. “What we bring to the table and what truly sets us apart is an immersive holiday experience that has become a pop culture phenomenon for millions of fans. From our signature movies, to food and wine, to games and decorations, to clothing, music, books, and more, we have created a destination that evokes the spirit and feeling of the season in a way that is uniquely Hallmark.”

On the programming front, the company announces all-new, holiday-centric episodes of Daytime Emmy® nominated lifestyle series “Home & Family” and the return of several fan-favorite Hallmark Channel stars, including **Candace Cameron Bure** (“Fuller House”) in her ninth Hallmark Channel Original Christmas movie, “If I Only Had Christmas.” **Lacey Chabert** (*Mean Girls*) is also back in two all-new holiday movies this year, including “Time for Us to Come Home for Christmas” and “Christmas Waltz”, which reunites her with “Love, Romance & Chocolate” co-star **Will Kemp**. **Holly Robinson Peete** (“A Family Christmas Gift”) stars in two movies this season: “Christmas Doctor”, and the fourth installment of the hit movie series, “Christmas in Evergreen: Bells Are Ringing,” also returning to star in the film is **Rukiya Bernard** (“One Winter Weekend”). Additional returning stars include: **Alison Sweeney** (“Days of Our Lives”) in “A Bright and Merry Christmas”; **Danica McKellar** in “Christmas She Wrote”, her sixth Hallmark original Christmas movie; **Katrina Law** (“Arrow”) in “Christmas with the Darlings” and **Tamera Mowry-Housley**, who returns to the network for her second Christmas movie, “Christmas Comes Twice.” This year, **Jonathan Bennett** (*Mean Girls*) stars in “The Christmas House”, his third Hallmark Channel original movie, as part of a star-studded ensemble cast, including **Robert Buckley** (“One Tree Hill”), **Ana Ayora** (“In the Dark”), **Treat Williams** (“Chesapeake Shores”) and

Sharon Lawrence (“NYPD Blue”).

“Our holiday table is bigger and more welcoming than ever. This year’s movies reflect our most diverse representation of talent, narratives, and families, including ‘The Christmas House’, featuring a storyline about a gay couple looking to adopt their first child, and starring Jonathan Bennett in an ensemble cast,” said Michelle Vicary, EVP, Programming. “Our movies are rooted in warmth and positivity, meaningful connections, family gatherings, and seasonal traditions—a winning formula we hope will bring our millions of viewers much-needed levity and holiday cheer at the end of a tough year.”

In addition, Crown Media Family Networks welcomes talented new leads to the Hallmark family, including **Aaron Tveit** (“The Code”); **Krystal Joy Brown** (“She-Ra and the Princesses of Power”); **Victoria Clark** (“Homeland”) and **Tom McGowan** (“Everybody Loves Raymond”) in “One Royal Holiday”; **Alvina August** (“Nancy Drew”) in “Deliver by Christmas”; **Janel Parrish** (“Pretty Little Liars”); **Jeremy Jordan** (“Supergirl”) and **Marisol Nichols** (“Riverdale”) in “Holly & Ivy”; **Mallory Jansen** (“Shooter”) in “On the 12th Date of Christmas”; renowned violinist **Lucia Micarelli** (“Treme”) in “The Christmas Bow”; **Rochelle Aytes** (“S.W.A.T.”) in “A Christmas Tree Grows in Brooklyn”; **Ronnie Rowe Jr.** (“Star Trek: Discovery”) in “Jingle Bell Bride”; and **Nazneen Contractor** (“Ransom”) in “The Christmas Ring.”

FOR FULL NEW MOVIE PREMIERE SCHEDULE:

[Hallmark Channel and Hallmark Movies & Mysteries 2020 New Holiday Movie Premiere Schedule](#)

***For the most up-to-date schedule and more information about this year’s movies, please download the Hallmark Movie Checklist App.*

LINK FOR HI-RES PHOTOS:

[Hallmark Channel and Hallmark Movies & Mysteries 2020 Holiday Movie Talent Headshots](#)

LINK FOR DETAILS ON ADDITIONAL HOLIDAY 2020 ELEMENTS AND EXPERIENCES:

[Hallmark Channel Wines](#)

[Hallmark Flowers](#)

[Hallmark Channel Chocolate](#)

[Hallmark Publishing Holiday Books](#)

[Hallmark DVDs](#)

[Exclusive Hallmark Channel-branded Gifts](#)

[Hallmark Channel’s Holiday Home Decoration Sweepstakes](#)

[Hallmark Channel’s Very Merry Giveaway Sweepstakes](#)

[The Republic of Tea Tea Tins](#)

[Countdown to Christmas – Have a Very Merry Holiday Hardcover Book](#)