

**HALLMARK CHANNEL'S READY, SET, RENOVATE SWEEPSTAKES**  
**WILL GIVE ONE LUCKY WINNER**  
**\$50,000 TOWARDS A KITCHEN RENOVATION**

**Promotion Presented by CAFÉ Appliances and Cabinets To Go**

**New York, NY, September 28, 2020** – Hallmark Channel has launched the **Ready, Set, Renovate Sweepstakes**, a unique promotion that will give one lucky viewer the chance at a Grand Prize package of \$50,000 towards a kitchen renovation and more. Running through October 30, 2020, the sweepstakes will coincide with an on-air kitchen remodel on the set of the network's daily lifestyle show, "**Home & Family**".

**CAFÉ Appliances** and **Cabinets To Go** have signed on as the premier sponsors of this year's sweepstakes. Cabinets To Go, the country's leading one-stop kitchen shop, will be providing cabinets, countertops, and flooring for the "Home & Family" kitchen renovation in addition to a \$5,000 voucher for the Grand Prize winner.

"Cabinets To Go is excited to showcase just some of our wide array of product styles and colors in the newly remodeled 'Home & Family' kitchen," said Jason Delves, president, Cabinets To Go. "Our team is even more excited to WOW the sweepstakes winner in making their dream kitchen a reality. Like always, we'll be there every step of the way from design to installation."

Viewers may enter [Hallmark Channel's Ready, Set, Renovate Sweepstakes](#) once per day online and can earn the bonus entries for the chance to win by voting for which renovation component should be implemented each week on set (i.e. cabinets, countertops, flooring) and/or by participating in the online interactive "Kitchen Concentration" game, which incorporates CAFÉ Appliances products. Bonus entries also count towards the weekly sweepstakes where five winners per week will win \$500 cash.

"From traditional to contemporary design styles, customizable hardware and built-in options, CAFÉ Appliances allow owners to design a personalized kitchen experience that fits their style," said Wayne Davis, senior brand director, CAFÉ Appliances. "We offer collections that reflect the owner's personal taste, so it's easy to bring their dream kitchen to life."

After voting concludes, there will be a reveal of the renovated "Home & Family" kitchen. The Grand Prize winner will also have a virtual consultation with a member of the "Home & Family" cast who will offer advice to make the winner's kitchen remodel a success. Additionally, the show's DIY experts will host renovation segments each week throughout the promotion, providing viewers with tips, tricks, and inspiration for the best ways to execute a potential kitchen remodel.

"We are dedicated to making this kitchen renovation relatable to our viewers and their future home renovation projects. Each week, our DIY experts will break down the biggest challenges; from hiring a contractor, to choosing the right appliances and cabinets, to finding solutions for feeding your family when your kitchen is not available," says Tracy Verna Soiseth, executive producer, "Home & Family". "The kitchen is the heart of the home and these episodes will be really helpful to anyone who wants to learn more about remodeling, appliances and kitchen design."

The sweepstakes first launched in 2019 with the remodel of the "Home & Family" living room set. The goal of the sweepstakes is to ultimately renovate the entire "Home & Family" home set in years to come. To take a closer look at last year's inaugural 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, distributed nationwide in high definition (HD) and standard definition (SD) to 78 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual 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](http://www.crownmediapress.com)

To visit the network website, please visit [www.hallmarkchannel.com](http://www.hallmarkchannel.com)

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

### **ABOUT CAFÉ APPLIANCES**

CAFÉ Appliances take pride in offering mass premium appliances that fit personalized design aesthetics. From its Customizable Professional Collection with a choice of matte and stainless finishes and customizable hardware to its Modern Glass Collection that features glass fronts over platinum, CAFÉ believes that it's time appliances had a personality, yours. CAFÉ is owned by GE Appliances, a Haier company, that creates "good things, for life" through our passion for great appliances and the happiness they can bring to every household. In addition to CAFÉ, Hotpoint, GE®, Haier, GE Profile™ and Monogram® brands give owners more choices for making their kitchens and homes amazing each day. For more information, visit [cafeappliances.com](http://cafeappliances.com) or follow [@cafeappliances](#) on Instagram, Pinterest or YouTube.

### **ABOUT CABINETS TO GO**

Since 2008, Cabinets To Go has been the leader in wowing people with great kitchens at great prices. Headquartered in Lawrenceburg, Tennessee, CTG has over 75 showrooms nationwide. Cabinets To Go is a one-stop-shop for a variety of high-quality home remodeling products from cabinets, countertops, flooring, sinks, faucets, hardware and closets, all at WOW prices. Cabinets To Go design consultants are able to assist customers throughout the design and installation process. Visit [CabinetsToGo.com](http://CabinetsToGo.com) or call 1-800-CABINETS to get started on your dream kitchen today.

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