

**SEASONED MARKETING PRO, LARA RICHARDSON, APPOINTED
CHIEF MARKETING OFFICER, CROWN MEDIA FAMILY NETWORKS**

NEW YORK – December 3, 2020 – Crown Media Family Networks has tapped industry marketing veteran, Lara Richardson, as chief marketing officer, the company announced today. In this role, Richardson will oversee all aspects of the company’s marketing functions. She will spearhead the conceptualization, development, and execution of marketing strategies, tactics, and campaigns aimed at evolving and differentiating the Crown Media brand as a whole, while refining the brand identity of each of the company’s individual channels. She will also lead the charge in honing the consumer experience across all platforms, and further guiding the company’s digital transformation. Richardson will report to President & CEO, Wonya Lucas, and is based in Los Angeles.

“Lara is well known and lauded in the industry as a highly creative, visionary, and insightful leader with cutting-edge ideas and marketing strategies,” said Crown Media’s President & CEO, Wonya Lucas. “As our industry continues to rapidly evolve, Lara’s expertise will be instrumental in further reinforcing the Crown Media brand, optimizing our marketing messages across multiple platforms, and ultimately reshaping the way our audience experiences and engages with our linear channels and digital properties.”

Richardson was previously, the Group Executive Vice President of marketing for Discovery and Science Channel, where she was responsible for the global marketing vision across the brands, including all marketing campaigns, strategy, operations, partnerships, and domestic distribution of creative content. Prior to joining Discovery, Richardson was Vice President of Creative for TLC.

Outside of work, Richardson is a passionate and dedicated volunteer. In 2005, she worked with the Red Cross in the rescue and relief efforts following the devastation wreaked by Hurricane Katrina. More recently, she spearheaded and founded Operation Puerto Rico Care Lift, a pop-up relief organization that delivered emergency funds and life-sustaining supplies to thousands of people following 2017’s Hurricane Maria.

Richardson earned both a Bachelor of Arts in Communication and Theater Arts from Washington State University.

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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.