

## **CROWN MEDIA FAMILY NETWORKS TAPS MAUREEN BARRETT AS DIRECTOR OF TALENT RELATIONS & EVENTS**

### **Newly Created Position Designed To Streamline And Centralize Company's Talent And Event Efforts**

**NEW YORK – March 15, 2021** – Crown Media Family Networks announced today the appointment of **Maureen Barrett** as director of talent relations & events, a new position and area of oversight at the company. Based in New York, Barrett will report jointly to **Allison Bennett**, vice president of corporate communications & talent relations, and **George Zaralidis**, vice president of communications, publicity & talent relations. The creation of this role is a component of the expansion, restructuring, and consolidation of the company's communications divisions – corporate communications, publicity, and social media – spearheaded by **Annie Howell**, who was named Chief Communications Officer in September 2020.

Barrett is charged with centralizing and streamlining Crown Media's talent relations function. To this end, she will act as the primary liaison between talent and internal stakeholders, managing and tracking all talent requests across Crown Media's divisions, including publicity, ad sales, distribution, marketing, social media, and parent company Hallmark Cards. Additionally, she will accompany, support, and manage talent at Crown Media events, including screenings and the bi-annual Television Critics Association tour (TCA), as well as marketing, ad sales, and affiliate affairs, and activations.

Barrett also will work closely with the publicity department to identify innovative talent opportunities that support the promotion of corporate initiatives and content.

In addition to her talent-related responsibilities, Barrett's oversight comprises the ideation, management, and execution of all company events. She will supervise external vendors, including event planners and caterers; oversee on-site logistics; and coordinate with internal departments to bring their event visions to life.

"Over the past several months, I have worked steadily with my teams to reimagine and develop a new, more sustainable communications and social media structure that enhances collaboration, creates consistency across the company, and synchronizes and amplifies our internal and external messaging and initiatives," said Howell. "Maureen's immense experience managing talent and corporate events, combined with her positivity and genuine enthusiasm about the Hallmark brand, makes her the absolute perfect fit for the role and for our department."

Prior to joining Crown Media, Barrett was President of That Girl Public Relations, a multi-faceted PR-marketing agency she founded. Previously she held ascending roles over nearly two decades at The Walt Disney Company. Her responsibilities included spearheading the inaugural "ABC Primetime Preview Weekend" at Disneyland Resort, which introduced iconic shows including "Grey's Anatomy", "Lost", and "Desperate Housewives" to a worldwide audience.

Barrett also held executive roles leading the Disney Worldwide Sales and Travel Operations, Disney Cruise Line, and Walt Disney Parks Public Relations teams. Her diverse portfolio of work across the country included synergy TV broadcasts for ABC's "Good Morning America", "The View", "Blackish", "The Chew", as well as The Annual Thanksgiving "Magnificent Mile Lights Festival", and "Christmas Day TV Specials".

She also oversaw press events across the globe in support of Disney milestones, celebrations, ship launches and christenings, theme park and hotel openings, and major sporting and synergy events. Some of the iconic events Barrett was instrumental in leading include the grand opening of Pandora – The World of Avatar" at Disney's Animal Kingdom, premiere of reimagined cruise ships, launch of new Adventures by Disney itineraries, and milestone anniversary celebrations for the Disneyland and Walt Disney World Resorts, and Disneyland Paris.

Complementing her Disney experience, Barrett spent three years as Vice President of Marketing for Visit Newport Beach.

Barrett graduated with a Bachelor of Arts from Southern Illinois 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 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.

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