

CROWN MEDIA FAMILY NETWORKS ELEVATES MICHAEL GROVER

TO VP, BRAND MARKETING

NEW YORK – May 26, 2021 – Crown Media Family Networks announced today the promotion of **Michael Grover to vice president, brand marketing**. Grover is charged with developing and executing consumer marketing initiatives, including paid advertising for the network’s linear channels and SVOD service, promotional partnerships, experiential activations, and synergy initiatives. The promotion comes on the heels of a recent restructure of the company’s marketing department – newly renamed as **Crown Global Brand Group** – to streamline areas of responsibility and build deeper, more creative connections with partners and viewers. Grover is based in Los Angeles and reports to SVP, Brand Marketing, Danielle Mullin.

“Michael is an incredibly creative and passionate marketing executive who has cultivated a deep understanding of the Hallmark brand since joining the company in 2018,” said Mullin. “With this well-deserved promotion, Michael is poised to put his natural leadership skills to work in further driving our team’s innovation and building consumer and industry awareness of our brand and content platforms.”

Prior to joining Crown Media, Grover served as a content marketing manager at Hulu, developing and executing 360-degree marketing strategies for original and documentary programming. Previously, he held marketing roles at Discovery Communications and Turner Broadcasting.

Grover holds an MBA in Marketing from Georgia State University and a bachelor’s degree in Economics and Broadcast Journalism from Syracuse 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.

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