

**HALLMARK CHANNEL'S ANNUAL CHRISTMAS IN JULY KICKS OFF,
MAKING THE NETWORK #1 MOST-WATCHED ON SATURDAY AND IN WEEKEND TOTAL
DAY**

**Saturday Night Original Movie Premiere *Crashing Through the Snow*
Becomes #1 Most-Watched Program of the Day**

NEW YORK – July 14, 2021 –Hallmark Channel's 2021 *Christmas in July* programming event kicked off on Friday, making the network the #1 most-watched during Weekend Total Day among Households and Women 18+. The Saturday night original holiday movie premiere *Crashing Through the Snow* averaged 2.0 million Total Viewers becoming the #1 most-watched entertainment cable program of the week among Households and Women 18+.

Key Nielsen Highlights (L+SD)

- *Crashing Through the Snow* averaged 1.7 million Homes, 216K Women 25-54, and 2.0 million Total Viewers, and reached 2.8 million unduplicated Total Viewers
- The film propelled Hallmark Channel to become the #1 most-watched entertainment cable network on Saturday and in Weekend Total Day among Households and Women 18+
- *Crashing Through the Snow* was the #1 most-watched entertainment cable program of the week among Households and Women 18+
- Additionally, Hallmark Channel became the #2 most-watched entertainment network in Total Day for the week among Households, Women 18+, and Total Viewers

Source: Nielsen L+SD 7/5/21-7/11/21; Excluding news and sports; Unduplicated P2+ audience, 6 min qualifier.

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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. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network features an ambitious lineup of original content, including movies, scripted primetime series, and a 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 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

To visit the network website, please visit www.hallmarkchannel.com

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