

HALLMARK MOVIE CHECKLIST APP LAUNCHES NEW FEATURES TO HELP VIEWERS MARK THEIR CALENDARS

AND COUNTDOWN TO CHRISTMAS ON HALLMARK CHANNEL, BEGINNING OCTOBER 22ND

Two New Widgets Provide a Countdown Clock on Users' Home Screens and List of Upcoming Programming on Hallmark's Linear Networks

NEW YORK – July 26, 2021 –Crown Media's **Hallmark Movie Checklist App** has launched all-new special features to help viewers stay connected with upcoming programming across Hallmark's linear networks and countdown to Christmas on Hallmark Channel, slated to kick off on October 22nd.

The ***Countdown to Christmas* Widget** places a festive countdown clock on a users' home screens, allowing them to countdown to the beginning of *Countdown to Christmas* on Hallmark Channel. The clock will stop at the start of the season's first original holiday world premiere on the 22nd. After that, the feature will reset and begin counting down to Christmas Day. When tapped, the captivating Hallmark-branded widget takes users directly to the Checklist App on their Android and iOS devices.

What's more, the app also launched an ***Upcoming* Widget** that offers the entire Hallmark linear schedule – across Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama – on a user's home screen, featuring titles that users have selected as "Favorites" and "Want to Watch" in the app. Users can tap the widget to be taken directly to the Checklist App for more information.

"The Checklist App has become a staple among our viewers and continues to grow as a unique and engaging platform to communicate our upcoming schedule, original premiere details, and much more," said Crown Media's SVP of New Media & Innovation, Chad Harris. "These new widgets will provide our fans with more ways to countdown to our highly-anticipated holiday programming and fan-favorite films year-round."

To activate these widgets, viewers can download the latest version of the app at the link [here](#) and follow a few quick and easy steps. For more photos, visit the link [here](#).

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ABOUT CROWN MEDIA FAMILY NETWORKS

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to 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 program. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of 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 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, offers original novels, as well as books adapted from Hallmark Channel and Hallmark Movies &

Mysteries original movies.

For more information, please visit www.crownmediapress.com

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

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Facebook](#), [Twitter](#)

Hallmark Movies Now on Social Media: [Facebook](#), [Twitter](#)

Hallmark Publishing on Social Media: [Facebook](#), [Twitter](#)

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