



**HALLMARK MEDIA ANNOUNCES FIRST UNSCRIPTED SLATE
FOR NEWLY ANNOUNCED STREAMING SERVICE HALLMARK+**

**Coming This Fall, Hallmark’s First Reality Competition Series
Finding Mr. Christmas Searches for the Next “Hallmark Hunk”**

**New Unscripted Programming Includes
Celebrations with Lacey Chabert Starting Mid-September and
Ready, Set, Glow!, Hosted by Wes Brown, Debuting This Holiday Season**

**2025 Premieres Include *Small Town Setup* Hosted by Ashley Williams and
Home is Where the Heart Is Hosted by Luke Macfarlane**

Celebrations with Lacey Chabert: [Photo Assets](#)

Photo Credit: ©2024 Hallmark Media/Photographer: Kim Nunneley

Finding Mr. Christmas: [Photo Assets](#)

Photo Credit: ©2024 Hallmark Media/Photographer: Kim Nunneley

PASADENA, CA – July 11, 2024 – Hallmark Media unveils a robust slate of new, unscripted programming that will premiere on the company’s just announced, streaming service Hallmark+ which replaces Hallmark Movies Now in mid-September. From reality competition to docu-follow series, Hallmark+ will offer subscribers a wide array of new, engaging content. These fresh takes on beloved genres are uniquely Hallmark, with heart at their core and giving fans the opportunity to get to know some of their favorite Hallmark actors as themselves, giving back to the community and bringing incredibly moving, fun and heartfelt stories to the audience. The announcement was made today during Hallmark Media’s session at the Summer 2024 Television Critics Association Press Tour in Pasadena, CA.

“We’re always looking for new ways to expand our content and grow our audiences while staying true to the Hallmark brand that people know and love,” noted Lisa Hamilton Daly, Executive Vice President, Programming, Hallmark Media. “Our unscripted slate is inspiring, heartwarming and entertaining, with a fresh authenticity so true to Hallmark’s DNA.”

Hallmark’s first-ever reality competition series, ***Finding Mr. Christmas***, will follow 10 promising Hallmark “hunks” who live together and compete against one another for the lead role in an upcoming original holiday movie, premiering later this year during *Countdown to Christmas* on Hallmark Channel. From festive physical challenges to emotional acting scenes, co-creator, executive producer and host Jonathan Bennett will be ***Finding Mr. Christmas*** in this new, eight-episode competition series filled with heart, premiering this **Fall on Hallmark+**.

Hallmark continues to tell the world's stories about love and family in two upcoming unscripted series including the previously announced ***Celebrations with Lacey Chabert***, premiering mid-September. In this heartfelt news series, Chabert surprises deserving real-life heroes who are making a positive impact in their communities by throwing them the celebration of a lifetime. Debuting this holiday season is ***Ready, Set, Glow!***, a holiday lights showcase spectacular hosted by Hallmark star Wes Brown, who takes viewers around the country to some of the most impressive, festive displays and introduces the special people behind them who share their heartfelt – and often emotional stories – behind their displays and how they contribute to the community.

The mission to be in audiences' hearts and homes continues in 2025 with two additional unscripted series. ***Small Town Setup*** gives parents the chance to play matchmaker for their adult kids who have moved away to the “big city” and return to their hometown, unaware the search for their happily ever after is awaiting them. Hosted by **Luke Macfarlane**, ***Home is Where the Heart Is*** features the Hallmark star and woodworker extraordinaire as he lends his talents to room renovations in a family's home that holds meaning to them. In addition to transforming the space, Luke will craft a handmade piece for the family.

As announced today at TCA, Hallmark+ is the company's reimagined subscription streaming service and membership program that allows viewers to immerse themselves in the world of Hallmark with exclusive access to new, original movies series and reward perks. More about each program below:

Celebrations with Lacey Chabert – September 2024

Celebrations with Lacey Chabert follows the beloved Hallmark Channel star and philanthropist Chabert as she surprises deserving members of the community who are making a positive impact on the world by throwing them the celebration of a lifetime. This aspirational and visually rich series combines heart, the spirit of generosity and dazzling events as Chabert and her team plan epic surprise parties to give back to those who are making a positive impact. With the help of professional party planners, loving family members or dear friends and a team of volunteers, Chabert will have just three days to plan and execute a one-of-a-kind event that will create lasting memories for each worthy guest of honor and their families. Chabert will occasionally pull in a few celebrity friends and co-stars from viewers' favorite Hallmark movies to roll up their sleeves and join in the fun. The series goes beyond the surface to give back to these remarkable recipients in a meaningful way while creating the most memorable parties.

Celebrations with Lacey Chabert is produced by UNConventional Entertainment, a part of Sony Pictures Television Non-Fiction. Executive producers are UNConventional's Gena McCarthy, Sony Pictures Television's Eli Holzman and Aaron Saidman, along with Jill Garelick-Aron, Ashley Franklin and Chabert.

Finding Mr. Christmas – Fall 2024

Ten aspiring actors compete in a variety of entertaining challenges, with a Hallmark twist, to be crowned Hallmark's next leading man and take home the title of “Mr. Christmas” in Hallmark's first reality competition series, *Finding Mr. Christmas*. Co-created, executive produced and hosted by Jonathan Bennett (*Mean Girls*, *The Holiday Sitter*) and starring lead judge Melissa Peterman (*Reba*, *Haul Out the Holly*), special guest judges will join this duo throughout the series and put these “hunky” men to the test to determine who has the most talent, heart, authenticity and charisma to

be the next Hallmark superstar. At the finale, the winner will receive a special leading role in one of this year's *Countdown to Christmas* movies on Hallmark Channel.

Finding Mr. Christmas is produced by Hallmark Media and Super Delicious. The series is co-created by Jonathan Bennett and Ben Roy. Executive producers are Cara Tapper, Adam Cohen, Joanna Vernetti, Bennett, Roy and Trish Gold.

Ready, Set, Glow! – Holiday 2024

Get into the holiday spirit this holiday season on Hallmark+ by witnessing extraordinary light displays across the country in the new unscripted series, *Ready, Set, Glow!* In this three-episode limited series, host Wes Brown (*Haul out the Holly: Lit Up, Sweet Pecan Summer*) will travel to some of the most beautiful holiday light displays of individual family homes, groups of neighbors who decorate the full block, or a town's festive holiday installation. This merry and heartwarming series will enchant viewers as they hear these hometown holiday enthusiasts' moving backstories and why they spread holiday cheer in their communities.

Ready, Set, Glow! is from Glass Entertainment Partners. Executive producers are Nancy Glass, Danny Passman, Matt Carter and Wes Brown.

Small Town Setup – 2025

Explore the unique charm of small-town America and its welcoming community in this heartwarming unscripted, romantic comedy docu-style dating series, *Small Town Setup* hosted by Ashley Williams. In each episode, we meet different hometown parents with a big problem – their successful adult child is living far away in a big city – and is still single. The couple gathers their neighbors and asks for help to find a match for their them to go out with. Now, the entire community is on the hunt to find the best three daters for the “city single” to go on dates with, in the hopes that they will fall in love, move back home and live happily ever after.

Based on Keshet Broadcasting's International Emmy®-nominated original format entitled *Dear Neighbors*. Produced by Keshet Studios, *Small Town Setup* will be executive produced by Keshet Studios' Peter Traugott and Rebecca Mayer, Keshet International's Keren Shahar, and Keshet Media Group's Avi Nir, alongside Showrunner/Executive Producer Ailee O'Neill and Host/Executive Producer Ashley Williams. Co-Executive Producers include Ben Long and Nieshia Crawford.

Home is Where the Heart Is – 2025

Luke Macfarlane, a Hallmark fan favorite *and* talented wood worker, hosts this heartwarming home renovation series. In each episode, one family invites him inside a once-glorious house that has either been inherited or holds special meaning to them but is long overdue for some TLC. Luke works with a talented team to seamlessly blend the past and the present, creating a beautiful, reimagined space that feels refreshed and welcoming, but maintains the heart, love, and charm that has been present inside its walls for decades.

Home is Where the Heart Is is from Maven Creative Media with Nikki Ray Media as production partner. Jessica Sebastian-Dayeh, Luke Macfarlane, Mike Sheerin, Tanya Linto and Megan Bidner are executive producers.

ABOUT HALLMARK MEDIA

Hallmark Media is entertainment's leading destination for feel-good content. The company operates three cable networks – Hallmark Channel, Hallmark Mystery, Hallmark Family, and Hallmark Movies Now, a subscription video on-demand streaming service. Hallmark Channel features an ambitious slate of new, original movies, scripted series, and the popular annual holiday franchise, *Countdown to Christmas*. Hallmark Mystery features a unique mix of movies and acquired series focused on the lighter side of the suspense and mystery genres, as well as its own seasonal programming event, *Miracles of Christmas*. Hallmark Family showcases timeless storytelling for the whole family centered around faith, love, and community. Hallmark Movies Now, the company's subscription streaming service, offers commercial-free movies and series from Hallmark Channel, Hallmark Mystery, and more, including exclusive content you can't find anywhere else. For more information, please visit press.hallmarkmedia.com/

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