

EMBARGOED UNTIL:
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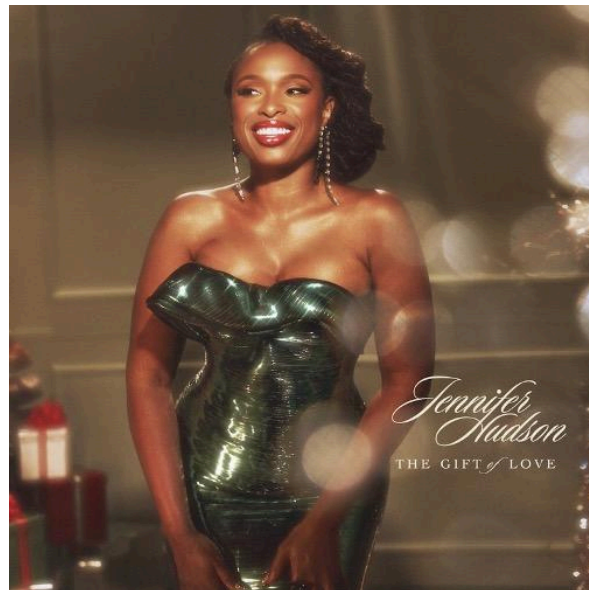


IT'S THE CHRISTMAS COLLABORATION WE'VE BEEN WAITING FOR!

HALLMARK TAPS JENNIFER HUDSON TO HELP SPREAD JOY TO YOUR WORLD WITH EXCLUSIVE ORIGINAL SONG "LET THERE BE JOY"

EGOT WINNER TEAMS UP WITH HALLMARK ON FEEL-GOOD HOLIDAY ANTHEM FOR THE 15TH ANNIVERSARY OF *COUNTDOWN TO CHRISTMAS*

Jennifer Hudson will be releasing her First-Ever Holiday Album, *The Gift of Love* on October 18th



Courtesy of Interscope

**Download Album Cover Photo: [HERE](#)
"Let There Be Joy" Song Preview: [HERE](#)**

Los Angeles, CA – September 18, 2024 – Hallmark unwraps an early holiday gift with an exciting collaboration featuring two-time GRAMMY® Award-winning recording artist, Academy Award-winning actress, and Tony and Emmy Award-winning producer **Jennifer Hudson**. To celebrate the 15th anniversary of the beloved ***Countdown to Christmas*** programming event and Hallmark’s 2024 **Joy to Your World holiday campaign**, Hudson delivers the powerful new anthem “**Let There Be Joy**,” joining festive forces with Hallmark for this happiest season of all.

As the host of *The Jennifer Hudson Show* and a celebrated performer across music, film, and television, Hudson’s collaboration with Hallmark is a natural fit, sharing a common vision of spreading joy, positivity, and hope. Additional songs from Hudson’s first-ever holiday album *The Gift of Love* will also appear in upcoming Hallmark holiday programming.

Jennifer Hudson, EGOT-winning recording artist, actress, producer: “No one does the holidays quite like my friends at Hallmark, so I couldn’t be more thrilled to celebrate the season together with my new song “Let There Be Joy,” as we *Countdown to Christmas*. Music and movies have always been a favorite holiday tradition for me and my family, so I hope this song can become the same tradition for everyone on Santa’s list this year!”

For years, Hallmark has been a source of joy, spreading warmth, hope, and connection to millions of people. As they celebrate 15 years of the highly popular *Countdown to Christmas*, they wanted a song that truly captures this spirit. The collaboration with Jennifer Hudson brings a fresh, toe-tapping, groove-inducing anthem that embodies this year’s holiday campaign. Jennifer’s vibrant energy and performance are a great match for Hallmark’s goal of inspiring and uplifting everyone and bringing more Joy to Your World.

Darren Abbott, Chief Brand Officer, Hallmark: “As we mark 15 incredible years of *Countdown to Christmas*, we continue to focus on our mission of bringing joy and happiness to the world during the holidays. Partnering with Jennifer Hudson couldn’t be a more perfect fit. The original song ‘Let There Be Joy’ captures the heart and soul of what we aim to share each holiday season — pure, genuine joy. We’re excited to share this magical experience and continue our tradition of making the holidays brighter and more joyful than ever.”

Allison Thiel, Vice President of Music Strategies and Licensing at Hallmark Media: “Jennifer Hudson is the dream artist, embodying the exact joy that we want to convey this holiday season. Her remarkable talent, powerhouse voice, and magnetic presence takes her performance of “Let There Be Joy” to another level. She is nothing short of spectacular and is sure to make this holiday season unforgettable.”

Be sure to catch Hallmark Channel’s *Countdown to Christmas* all season long to hear “Let There Be Joy” and new songs from Jennifer Hudson’s upcoming holiday album, *The Gift of Love*, releasing on Friday, October 18 — the same day Hallmark Channel officially kicks off its *Countdown to Christmas* season.

Hudson is also set to bring *The Gift of Love* to life in a live concert experience this holiday season. For more information and to purchase tickets, please visit JenniferHudson.world.

ABOUT JENNIFER HUDSON

Jennifer Hudson is a Grammy, Oscar, Tony, and Emmy winning artist and entertainment icon. Over her highly acclaimed career, Hudson has been named one of Time magazine's "Most Influential People in the World," received a star on the Hollywood Walk of Fame, received NAACP Entertainer of the Year, performed at the Super Bowl, sang for world leaders and even has a day named after her in her beloved city of Chicago. Hudson's nationally syndicated talk show, "The Jennifer Hudson Show," is the recipient of ten Daytime Emmy Award nominations and two People's Choice Awards nominations. The show, which continually features an impressive lineup of guests, earned her the AAFCA We See You Award, GLAAD's Excellence in Media Award, and the NAACP Image Award for Best Talk Show Host. In addition, Hudson was named one of People magazine's "People of the Year" and one of Glamour magazine's "Women of the Year." The show returned for its 3rd season September 16th. On October 18th, Hudson will release her highly anticipated first holiday album, *The Gift of Love*, which will feature genre-defying, world-class collaborations on classics and original songs. Pre-order / pre-save [HERE](#). View the trailer [HERE](#).

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Hallmark Media's flagship 24-hour cable television network. As the country's leading destination for quality, feel-good entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network's lineup of signature original content includes movies, primetime scripted series, and specials. Dedicated to helping viewers celebrate holidays, seasons, and life's special moments, Hallmark Channel is home to a host of annual programming events, including the highly successful *Countdown to Christmas*, which has become a pop culture phenomenon and a beloved holiday tradition for millions of viewers. Rounding out the network's slate are some of television's most classic comedies and series, including *The Golden Girls*, *Frasier*, and *Reba*. For more information, please visit press.hallmarkmedia.com/

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For more information on Jennifer Hudson, visit:

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For more information on Hallmark Channel, visit:

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