



CROWN MEDIA TRANSITIONS CORPORATE NAME TO HALLMARK MEDIA

PASADENA, CA – August 10, 2022 – Crown Media Family Networks is transitioning its corporate name to **Hallmark Media**, the company announced today. The change reflects an effort to more closely align with the legacy brand of parent company Hallmark Cards. It was announced at the bi-annual meeting of the Television Critics Association.

“The iconic Hallmark brand and our purpose-driven mission to help people live caring, connected lives full of meaningful moments will drive everything we do,” said Wonya Lucas, President & CEO. “The beloved Hallmark brand is associated with positivity, kindness, celebrations, and traditions—all of which are the underpinnings of our content and core values. With these attributes as our foundation, it only makes sense that our company name lead with the Hallmark brand.”

Home to linear networks Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama, as well as streaming service Hallmark Movies Now, the company recently closed out a stellar second quarter with flagship network, Hallmark Channel, ranking as the second most-watched entertainment cable network in total day among Women 18+, as well as #1 on weekends.

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ABOUT HALLMARK MEDIA

Owned and operated by Hallmark Cards, Inc., Hallmark Media is home to Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, and annual specials. 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 Hallmark Media’s collection of original dramatic content. Hallmark Media is also home to Hallmark Movies Now, the company’s subscription streaming service, which offers commercial-free, feel-good movies and series from Hallmark Channel, Hallmark Movies & Mysteries, and more, including exclusive content you can’t find anywhere else. The company’s publishing extension, Hallmark Publishing, offers original novels, as well as books adapted from Hallmark 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](#)
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