

## **LET THE FUR FLY!**

### **BETH STERN, MARY CARILLO, JOHN STERLING AND BOOMER ESIASON CHEER ON AMERICA'S ADORABLE AND ADOPTABLE KITTENS AS 'KITTEN BOWL IV'**

**ROCKS HALLMARK CHANNEL STADIUM, SU-PURR SUNDAY, FEBRUARY 5**

#### **After Leaving It All On the Field of Play, 100 "Catletes" Find Fur-Ever Homes**

STUDIO CITY, CA – Hallmark Channel flies the "W" when America's most athletic and lovable kittens meet in Hallmark Channel Stadium to grind it out in the rock 'em, sock 'em annual gridiron event, "Kitten Bowl IV," **Sunday, February 5, 2017 (12 p.m. ET/PT)**. TV personality, author and animal advocate Beth Stern returns to host America's "purr-ferred" Super Sunday football championship. Stern is joined by Peabody Award-winning reporter, Mary Carillo, the voice of the New York Yankees John Sterling, and four-time Pro Bowl quarterback and Feline Football League Commissioner (FFL) Boomer Esiason to capture every adorable moment of fleet-footed, fur-flying kitten football. Occasionally, there is friendly fire: kittens have been known to tackle their own teammates as they claw their way up goal posts to victory. One thing is for certain: "Kitten Bowl" is as entertaining as it is good! The annual programming event has resulted in the adoption of thousands of cats and kittens (and even some puppies and rabbits) and is a core part of Crown Media Family Networks PETS initiative to showcase the plight of homeless animals and the beautiful pets available for adoption through local shelters. The three-hour Original Special is a viewer favorite and one of the top drivers of social media on Super Bowl Sunday. These kittens are ferocious, sweet, and ready to compete!

"The 'Kitten Bowl' franchise is at the heart of Crown Media Family Networks' PETS initiative," said Bill Abbott, President and CEO, Crown Media Family Networks.

"As proud as we are of the thousands of animals that have found forever homes because of 'Kitten Bowl,' and many of our other pet-centric programs, we dream of a day when shelters will be empty because every animal has a loving home," Abbott concluded.

North Shore Animal League America and Last Hope Animal Rescue and Rehabilitation provide adoptable kittens annually for the "Kitten Bowl" franchise. Spoiler alert: all of 2017's feline football stars have been adopted.

"Kitten Bowl IV" is produced by 3 Ball Entertainment's Todd A. Nelson, JD Roth, Brant Pinvidic and DJ Nurre, with Kathy Sutula serving as co-executive producer.

#### **ABOUT HALLMARK CHANNEL**

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 90 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour 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," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls," "The Middle," "Last Man Standing," and "Frasier."

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com),  
<http://www.hallmarkchannel.com/kitten-bowl>

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