



**HALLMARK CHANNEL OVERHAULS CORPORATE PET INITIATIVE  
WITH NEW NAME, LOGO, FOCUS**

**Pet Project Becomes Adoption Ever After, A Multi-faceted, Cross-Platform Campaign Aimed at Raising the Profile of Shelter Pets and Mobilizing the Public to Adopt**

PASADENA, CA – January 13, 2018 – Hallmark Channel, the country’s leading provider of family friendly entertainment, announced today the rebranding of its corporate pet initiative with a new name, logo, and reinforced commitment to educating the public about the many rewards of pet adoption. Originally launched as Pet Project in 2012, the campaign has been rebranded as Adoption Ever After, bringing the core call to action – adopt – to the forefront.

Working in collaboration with the country’s leading animal rescue and welfare organizations, activists, distribution and advertising partners, and celebrity influencers, Hallmark Channel’s Adoption Ever After aims to dismantle common misconceptions about shelter animals, provide resources, inspire the public to adopt, and ultimately put an end to this country’s epidemic of pet homelessness.

As Adoption Ever After grows, Crown Media will forge new partnerships with other companies and brands to raise awareness for shelter animals. The first such partnership is with BISSELL® and BISSELL Pet Foundation, which works tirelessly on their “Empty the Shelters” campaign. Proving that highly successful brands can band together. The hope is that this venture is the first of many alliances that will help clear the shelters.

“Every year, millions of perfectly healthy and lovable animals needlessly die in shelters – and while progress has been made in recent years, we still have a long way to go in the movement against pet homelessness,” said Crown Media Family Networks President & CEO, Bill Abbott. “With Hallmark Channel’s Adoption Ever After, we are honored to give these animals a platform, spark a national dialog about the importance of adoption, and save lives.”

The initiative includes such programming elements as “Kitten Bowl,” “Hero Dog Awards,” “American Rescue Dog Show” and daily pet adoption segments on “Home & Family,” as well as off-air elements, grassroots efforts, social media outreach and strategic partnerships. In addition, Hallmark Channel’s two shelter pet mascots, Happy the Dog and Happy the Cat, continue to embody the beauty, intelligence and lovability of adopted pets on-air and through public appearances.

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### **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 88 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" and "Frasier."

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