



'KITTEN BOWL V,'
AMERICA'S MOST BELOVED RESCUE PET ADOPTION EVENT,
IS GOING TO SUPER BOWL LII

A Fully Immersive Activation,
With Kittens Rescued by North Shore Animal League America, Will Be Part of
Super Bowl LIVE in Minneapolis, Minnesota Leading Up to Super Bowl LII

PASADENA, CA – January 13, 2018 – Hallmark Channel brings “Kitten Bowl V” on the road to Super Bowl LII as a major activation hosted in Minneapolis, Minnesota for ten days leading up to the day of the big game. The announcement was made today as part of Crown Media Family Networks’ TV Critics Association Winter Press Tour.

Beginning Friday, January 26th through Sunday, February 4th, guests taking part in all the excitement surrounding the Super Bowl can celebrate Kitten Bowl, the nation’s most beloved rescue pet adoption event of the year. Fans who visit will see kittens compete on the field at Hallmark Channel Stadium, tailgate in the purr-king lot, tour the Paws of Fame trophy room, take a photo with the Hissman trophy and share their memories via social media. Guests will even be able to take home a souvenir: an official pack of “Kitten Bowl” trading cards. The major component of the activation is to support Hallmark Channel’s Adoption Ever After campaign and, with the help of North Shore Animal League America, kittens will be available for adoption on site.

“Bringing ‘Kitten Bowl’ to the Super Bowl is a dream come true. We have seen the franchise grow tremendously in support of animal adoption over time, evolving from entertainment into America’s most beloved national rescue pet adoption event,” said Bill Abbott, President and CEO, Crown Media Family Networks. “This is the first time Hallmark Channel will have a major media presence at the Super Bowl and the activation of ‘Kitten Bowl V’ will help elevate the network’s Adoption Ever After initiative of finding all animals forever homes.”

The presence among the NFL and Super Bowl LII leads in to the kick-off of “Kitten Bowl V” premiering exclusively on the network, **Sunday, February 4 (12 p.m. ET/PT)**. The 2018 version of “Kitten Bowl” features countless displaced kittens rescued from some of the country’s recent natural disasters of 2017, all of whom will be vying for the National Championship of Feline Football trophy – and a loving, forever home in which to display it.

TV personality, author and animal advocate Beth Stern hosts this year’s television event. Stern embodies the spirit of adoption in her everyday life, having fostered countless animals in need. Stern’s tireless, year-round efforts to find homes for animals makes her a synergistic fit to lead the charge for “Kitten Bowl V,” truly a super day of adorable pets.

On the day of the big game, four-time Pro Bowl quarterback and Feline Football League Commissioner Boomer Esiason calls the play-by-play action making “Kitten Bowl V” super Sunday’s MUST-SEE viewing party. Hallmark Channel’s Dean Cain, Alison Sweeney and former NFL star Rodney Peete, animal lovers and adoption advocates, provide commentary throughout the event, in addition to heartwarming adoption stories.

(more)

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North Shore Animal League America and Last Hope Animal Rescue and Rehabilitation rescued the 2018 team. "Kitten Bowl" is part of Hallmark Channel's Adoption Ever After pet initiative, which highlights the plight of homeless animals and the joys rescued and adopted pets bring into our lives.

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