



**HALLMARK CHANNEL CREATES FIRST EVER
'2018 AMERICAN RESCUE DOG SHOW'
THE FIRST SHOW OF ITS KIND TO CELEBRATE RESCUE DOGS
PREMIERES EXCLUSIVELY ON HALLMARK CHANNEL FEBRUARY 12**

PASADENA, CA – January 13, 2018 – Hallmark Channel’s inaugural “2018 American Rescue Dog Show” premieres exclusively on the network, **Monday, February 12, 2018 (8 p.m. ET/PT)**. The special features shelter dogs of various breeds from across the country vying for top dog in the world’s most adorable categories. The “2018 American Rescue Dog Show” is hosted by Rebecca Romijn and Rich Eisen, with celebrity judges Carrie Ann Inaba, Linda Blair, Rick Springfield, Brandon McMillan, and Ross Matthews and Larissa Wohl covering all the action ringside. The announcement was made today as part of Crown Media Family Networks’ TV Critics Association Winter Press Tour.

The “2018 American Rescue Dog Show” will focus on the heartfelt traits and benefits of mixed breeds and rescued purebreds. Breeds competing for first place include Basset Hounds, English Bull Dogs, Maltese, St. Bernard, Mixed Breeds and many more. Categories they are competing for include Best in Couch Potato, Best in Wiggle Butt, Best in Underbite, Best in Talking, Best in Snoring, Best in Senior Dog, Best in Fetcher, Best in Kissing, Best in Special Needs and Best in Listener. The top 10 dogs will face off in the finals of which one will be crowned Best in Rescue. In addition to competition in the ring, the show will highlight heartwarming stories of courageous dogs who have overcome tremendous odds to be rescued and find forever homes.

“We are proud to honor rescue pets and raise awareness of how truly special these animals are,” said Bill Abbott, President and CEO, Crown Media Family Networks. “There are beautiful animals available at local shelters and we encourage our viewers to choose adoption through our pet programming, which is at the heart of our brand.”

The mission of the “2018 American Rescue Dog Show” is to celebrate rescue dogs in a personality-driven competition. The goal of the show is to spotlight these incredible pets and inspire viewers to adopt their next dog from their local shelter or rescue organization. Whether already in homes or waiting to be adopted, these dogs are all heart and full of personality. The pedigree of these dogs is pure love.

Serving as the show’s official mascot is the network’s own rescued and adopted pet, Happy the Dog. In addition to starring in movies and specials, Happy the Dog is a certified therapy dog and emotional support animal.

“2018 American Rescue Dog Show” is produced by Michael Levitt Productions. Executive Producers Michael Levitt and Jennifer Schulz are both animal advocates and rescuers whose lives are dedicated to increasing awareness of pet adoption. Levitt, an accomplished TV producer, and Schulz, a communications professional for pet brands and organizations, joined forces to create a show that is both entertaining and heart-warming. Their goal is to celebrate rescue dogs with the hope of inspiring Hallmark Channel viewers to adopt their next pet.

(more)

HALLMARK CHANNEL – 2018 AMERICAN RESCUE DOG SHOW/Page 2

Lastly, the Petco Foundation is providing \$75,000 in non-profit grants to the winners and AdoptAPet.com will be showcased throughout the show as a great resource for viewers to find their next pet.

#

CONTACTS:

Pam Slay, 818-755-2480, PamSlay@crowmedia.com

George Zaralidis, 818-755-2626, GeorgeZaralidis@crowmedia.com

Stephanie Sherman, 818-755-2414, StephanieSherman@crowmedia.com

Stacia Baguio, 818-755-2441, StaciaBaguio@crowmedia.com

-- HALLMARK CHANNEL --