



MEDIA ADVISORY
HALLMARK CHANNEL BRINGS KITTEN BOWL LIVE PRESENTED BY HALLMARK CHANNEL TO
SUPER BOWL LIVE,
DAYTON BUILDING AT NICOLLET MALL,
JANUARY 26-FEBRUARY 4

Studio City, CA – January 22, 2018 -- Hallmark Channel, America's favorite family-friendly cable television network, is recreating KITTEN BOWL live in the Dayton Building of Nicollet Mall as part of the 10-day SUPER BOWL LIVE experience in Minneapolis, MN. Nearly 100 furry "cat-letes" will take the field over a 10-day period to see which team will be crowned Feline Football League champions and take home the coveted Hissman Trophy. This year's show is truly unique as it includes back stories about the rescues of some of the Cat-letes – including many from the devastation of Hurricane Irma. Viewers will also see some of kittens find their forever homes, on-set, at the end of the show. KITTEN BOWL is part of Super Bowl Live from **Friday, January 26 at 4 p.m. CT and through Sunday, February 4 at 3 p.m.**

Fans coming to KITTEN BOWL LIVE PRESENTED BY HALLMARK CHANNEL will be greeted by a life-like version of Rodney Peete, former NFL great and current Kitten Bowl play-by-play announcer, in the broadcast booth.

Rodney Peete and his wife, Holly Robinson Peete, stars of Hallmark Channel's new family reality series, MEET THE PEETES, will make appearances on NFL Radio Row, January 31 (2-6 p.m.), February 1 (8 a.m.-Noon), and February 2 (8a-Noon), and host media at KITTEN BOWL PRESENTED BY HALLMARK CHANNEL at Nicollet Mall, January 31 (8a-Noon), February 1 (2-6p), February 2 (2-6p).

Fans will tour the Purr-king Lot for pre-game tailgating and the locker room where kittens chill before hitting the field.

Next, it's on to Hallmark Channel Stadium to see kittens claw out a victory as the felines show off their best Stefon Diggs catches and leaps through the goal posts for extra points.

Fans will memorialize the experience at the PAWS OF FAME TROPHY ROOM and capture a photo worthy of social sharing in front of the MVK ("Most Valuable Kitten") Wall. Snap a photo with former greats of the game: Tomcat Brady, Tabby Romo, Mew Brees, Joe Montuna, and more.

Kitten Bowl is an entertainment program produced by Hallmark Channel to bring awareness to the plight of homeless animals and to show the most beautiful animals in the world are available for adoption from your own local shelter.

The final stop on the tour is the ADOPTION EVER AFTER room which features shelter pets from Minneapolis and surrounding areas who need a loving and forever home. A simple act of adoption helps to clear the shelters. Kittens on the field are provided by North Shore Animal League America and all furry players are available to be adopted.

For those who cannot make it to Minnesota there are 500 Kitten Bowl parties at local shelters all across the country. To find a Kitten Bowl Party near you go to www.hallmarkchannel/kitten-bowl.

Have fun and do good! Come to the KITTEN BOWL PRESENTED BY HALLMARK CHANNEL, January 26-February 4. *You just might bring home the love of your life.*

'KITTEN BOWL V,' a three-hour original special premieres on Hallmark Channel, Sunday, February 4 (Noon and 3 p.m. ET/PT).

Contact: Pam Slay, Senior Vice President, Network Program Publicity & Social Content, 818.755.2480