



**HALLMARK CHANNEL NAMES REBECCA ROMIJN AS AMBASSADOR OF
NETWORK'S CORPORATE PET INITIATIVE
'ADOPTION EVER AFTER'**

**Romijn Will Serve as Spokesperson of Adoption Ever After,
A Multi-faceted, Cross-Platform Campaign Aimed at Raising the Profile of Shelter
Pets and Mobilizing the Public to Adopt**

BEVERLY HILLS, CA – July 26, 2018 – Hallmark Channel, the country's leading provider of family-friendly entertainment, announced today Rebecca Romijn will serve as the network's ambassador of Adoption Ever After. The network's corporate pet initiative, Adoption Ever After, is committed to educating the public about the many rewards of pet adoption in hopes of inspiring viewers to open their homes and hearts to shelter pets. The announcement was made today as part of Crown Media Family Networks' bi-annual Television Critics Association Summer Press Tour.

Actress and model, Rebecca Romijn, has been tapped to serve as the initiative's spokesperson to enhance and increase awareness towards the cause. Hallmark Channel works in collaboration with the country's leading animal rescue and welfare organizations, activists, distribution and advertising partners and celebrity influencers in order to support the mission. 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.

"We are lucky to enhance our pet rescue efforts by partnering with Rebecca Romijn as our spokesperson to further increase awareness around Adoption Ever After," said Bill Abbott, President & CEO, Crown Media Family Networks. "Rebecca is a proud supporter of pet rescue and there is no better person suited to work with us in our mission to clear the shelters and find forever homes for homeless pets."

Programming elements are also part of the corporate initiative, including "Kitten Bowl," "American Humane Hero Dog Awards," "American Rescue Dog Show" and daily pet adoption segments on "Home & Family." Adoption Ever After is part of a 360-approach that also includes off-air elements, grassroots efforts, social media outreach and strategic corporate 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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