



THE WORLDWIDE LEADER IN *Celebrations*

**HALLMARK CHANNEL EXPANDS ITS CELEBRATION OF SEASONS WITH
'COUNTDOWN TO SUMMER'
NEW SEASONAL PROGRAMMING EVENT TO DEBUT IN MAY 2019**

PASADENA, CA – February 9, 2019 – Hallmark Channel will add “Countdown to Summer” to its lineup of programming events celebrating the seasons and special occasions with three new, original movie premieres in the month of May. The announcement was made today as part of Crown Media Family Networks’ bi-annual Television Critics Association Winter Press Tour.

As temperatures around the country begin to rise and people yearn for the longer days ahead, the network will offer a fresh slate of movies designed to transport viewers to the upcoming carefree days of summer and whet their appetites for the sun, sand and romance that populate the warmer months.

“We strive to provide our fans with a viewing experience that immerses them in the sights, sounds and feelings of the seasons that is only available on our network,” said Michelle Vicary, Executive Vice President, Programming and Network Publicity, Crown Media Family Networks. “Viewers have enthusiastically embraced our seasonal event strategy so we’re thrilled to expand on these offerings with the addition of ‘Countdown to Summer’ to the schedule,” Vicary concluded.

This newest addition joins Hallmark Channel’s popular “Winterfest,” “Countdown to Valentine’s Day,” “Spring Fever,” “June Weddings” “Fall Harvest” and the event that started it all, “Countdown to Christmas,” which will celebrate its 10th anniversary in 2019.

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-- HALLMARK CHANNEL --