

'KITTEN BOWL VII,'
AMERICA'S MOST BELOVED RESCUE PET EVENT,
RETURNS EXCLUSIVELY ON HALLMARK CHANNEL, FEBRUARY 2

BETH STERN HOSTS, JOINED BY COMMENTATORS JILL WAGNER,
BRENNAN ELLIOTT, RASHAD JENNINGS, AND FELINE FOOTBALL COMMISSIONER,
BOOMER ESIASON



Celebrating Over 40,000 Shelter Pet Adoptions!

"Kitten Bowl VII," Part of Hallmark Channel's ADOPTION EVER AFTER,
In Partnership with North Shore Animal League America

STUDIO CITY, CA – January 13, 2020 -- Hallmark Channel hosts the nation's most beloved rescue pet event of the year when "Kitten Bowl VII" premieres exclusively, **Sunday, February 2, 2020 (2 p.m. ET/PT)**. "Kitten Bowl VII" will feature over 100 kittens rescued from across the country, as four teams will be competing for the Feline Football Championship. The 2020 game also marks a milestone of more than 40,000 shelter pet adoptions since "Kitten Bowl" premiered in 2014.

The shelter pet adoption effort around "Kitten Bowl" began with five shelter partners six years ago. Through the partnership with North Shore Animal League America, "Kitten Bowl" neighborhood shelter partners grew to 500. In 2020, more shelter partners than ever will join the effort to raise awareness around the plight of homeless animals and the joys that shelter pet adoption brings. During "Kitten Bowl" weekend, shelter partners of North Shore Animal League America show clips from the show while showcasing beautiful animals in need of loving, forever homes. Hallmark Channel, as part of the network's overall pet initiative **ADOPTION EVER AFTER**, will provide cash grants to the top participating shelters. To find a "Kitten Bowl" party near you go to Hallmarkchannel.com or AnimalLeague.org for further details.

TV personality, author and animal advocate Beth Stern returns as host for this year's event from Hallmark Channel's Kitten Bowl Stadium. 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 endears her to Hallmark Channel viewers and pet enthusiasts nationwide.

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On the day of the big game, Stern is joined by Hallmark Channel commentators Jill Wagner and Brennan Elliott for all the play-by-play action along with field correspondent, former NFL running back Rashad Jennings, and four-time Pro Bowl quarterback Boomer Esiason, who returns as the Commissioner of the Football Feline League. "Kitten Bowl VII" will be the MUST SEE event on the day of the big game.

North Shore Animal League America and Last Hope Animal Rescue and Rehabilitation drafted the 2020 teams.

"Kitten Bowl VII" is produced by 3 Ball Entertainment with Ross Weintraub, Jeff Altrock and Kathy Sutula serving as executive producers.

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