

'KITTEN BOWL VI,'
AMERICA'S MOST BELOVED RESCUE PET ADOPTION EVENT,
WITH HOST BETH STERN,
ANNOUNCERS DEAN CAIN, RODNEY PEETE, RASHAD JENNINGS
AND BOOMER ESIASON
PREMIERES EXCLUSIVELY ON HALLMARK CHANNEL, FEBRUARY 3



Celebrating 25,000 Shelter Pet Adoptions Over Five Years
Part of Hallmark Channel's ADOPTION EVER AFTER Shelter Pet Initiative
In Partnership with North Shore Animal League America

STUDIO CITY, CA – January 14, 2019 -- Hallmark Channel hosts the nation's most beloved rescue pet adoption event of the year when "Kitten Bowl VI" premieres exclusively on, **Sunday, February 3, 2019 (2 p.m. ET/PT)**. "Kitten Bowl" returns after a successful run at Super Bowl Live in Minneapolis in 2018 and will feature kittens rescued from across the country, all of whom will be vying for the National Championship of Feline Football trophy. The 2019 game also marks a milestone of more than 25,000 shelter pet adoptions since "Kitten Bowl" premiered in 2014.

The shelter pet adoption effort around "Kitten Bowl" began with five shelter partners five years ago. Through partnership with North Shore Animal League America, "Kitten Bowl" neighborhood shelter partners grew to 500 and will exceed that number in 2019. During "Kitten Bowl" weekend, shelter partners of North Shore Animal League America show clips from the show while showcasing beautiful animals from local areas in need of loving, forever homes. Many shelters will give away Hallmark Channel's coveted "Kitten Bowl" trading card packs and the five shelters who adopt the most animals during the adoption event will receive cash grants. The "Kitten Bowl" adoption event runs from February 2-February 16.

TV personality, author and animal advocate Beth Stern returns as host for this year's event from Hallmark Channel 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 makes her a synergistic fit to lead the charge for "Kitten Bowl VI."

On the day of the big game, Stern is joined by Dean Cain and former NFL player Rodney Peete for all the play-by-play action along with commentary by former NFL running back Rashad Jennings and four-time Pro Bowl quarterback Boomer Esiason, making "Kitten Bowl VI" the MUST SEE event on the day of the big game.

(more)

North Shore Animal League America and Last Hope Animal Rescue and Rehabilitation drafted the 2019 teams. "Kitten Bowl" is part of Hallmark Channel's evergreen pet initiative, ADOPTION EVER AFTER, which highlights the plight of homeless animals and the joys rescued and adopted pets bring into our lives.

"Kitten Bowl VI" is produced by 3 Ball Entertainment with Todd A. Nelson, Ross Weintraub and Kathy Sutula serving as executive producers.

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