

# Cox Communications and Crown Media Spread Holiday Cheer with "Countdown to Christmas"

**One dollar will be donated to charity for each click as part of the Holiday Celebration Destination**

Today Cox Communications announced its partnership with Crown Media Family Networks, home of Hallmark Channel and Hallmark Movies & Mysteries, to jump start the holiday spirit with the Holiday Celebration Destination featuring previews of family friendly holiday premieres, daily prizes and the best gift of all – giving back. The Cox and Hallmark Holiday Celebration Destination can be found here

<http://cox.holidaycelebrationdestination.com>.

“Watching family-friendly Christmas movies is a meaningful tradition for many households, and we’re honored to help create those treasured memories,” said Colleen Langner, senior vice president of marketing, Cox Communications. “In the spirit of giving, viewers can spread holiday cheer by donating to charities, The Boys & Girls Club of America or The Salvation Army, by simply clicking and sharing to their social media pages. One dollar will be donated each and every share!”

The 24/7 Christmas programming slates on Hallmark Channel and Hallmark Movies & Mysteries include 33 holiday movie premieres with no duplicated content across the two networks. The Cox and Hallmark Holiday Celebration Destination online includes:

- An opportunity to click and share to donate to Boys & Girls Clubs of America and Salvation Army
- A video featuring Cox’s unique and easy-to-use voice remote with Cox Contour
- Previews of the Christmas movie premieres
- Sweepstakes featuring daily prizes and a grand prize
- A Happy Holiday Yule Log video featuring furry friends
- A convenient channel guide
- Print holiday-themed coloring pages

By saying “Hallmark Channel” into Cox’s voice remote with Contour service, all 33 original holiday movie favorites premiering this year are presented, and that’s one heck of a present.

[In 2016, Hallmark Channel holiday premieres averaged 4 million viewers and each movie ranked as the #1 movie for live viewing the day it aired. In addition, Hallmark Channel is the #1 ranked cable network on weekends during the Christmas season among households, women ages 25-54.](#)

## About Cox Communications

Cox Communications is a broadband communications and entertainment company, providing advanced digital

video, Internet, telephone and home security and automation services over its own nationwide IP network. The third-largest U.S. cable company, Cox serves approximately 6 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers, and Cox Media is a full-service provider of national and local cable spot and digital media advertising. Cox is known for its pioneering efforts in broadband, voice and commercial services, industry-leading customer care and its outstanding workplaces. For nine years, Cox has been recognized as the top operator for women by Women in Cable Telecommunications; Cox has ranked among DiversityInc's Top 50 Companies for Diversity 12 times. More information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com) and [www.coxmedia.com](http://www.coxmedia.com).

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