

'KITTEN BOWL VIII,'
AMERICA'S MOST PAW-SOME RESCUE PET EVENT RETURNS
WITH HOST BETH STERN,
COMMENTATORS CAMERON MATHISON AND TAMERA MOWRY-HOUSLEY
PREMIERES EXCLUSIVELY ON HALLMARK CHANNEL, FEBRUARY 7

Celebrating Over 50,000 Shelter Pet Adoptions

STUDIO CITY, CA – January 20, 2021 -- Hallmark Channel hosts the nation's most beloved rescue pet event of the year when "Kitten Bowl VIII" premieres exclusively on the network, **Sunday, February 7 (2 p.m. ET/PT)**, "Kitten Bowl VIII" features kittens rescued from across the country, as four teams compete for the Kitten Bowl Championship trophy. The 2021 special also marks a milestone of more than 50,000 shelter pet adoptions since "Kitten Bowl" premiered in 2014.

The shelter pet adoption effort around "Kitten Bowl" began with five shelter partners seven years ago and grew to over 500 in 2020. 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. Hallmark Channel will provide cash grants to the top participating shelters who have the most animal adoptions during the local adoption events. To find a shelter partner 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 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 natural leader in the charge for "Kitten Bowl VIII."

On the day of the big game, Stern is joined by Hallmark Channel commentators Cameron Mathison and Tamera Mowry-Housley for all the play-by-play action. North Shore Animal League America and Last Hope Animal Rescue and Rehabilitation drafted the 2021 teams.

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

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