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HALLMARK CHANNEL FINDS ITS POT OF GOLD WITH ORIGINAL MOVIE, “CHASING LEPRECHAUNS”

Original Movie Premieres with 1.6 HH Rating

With the luck of the Irish on its side, Hallmark Channel’s “Chasing Leprechauns” garnered an audience of over 2.7 million unduplicated viewers during the Saturday, March 17th premiere. Finding its pot of gold at the end of the rainbow, the original movie scored a 1.6 HH rating and was the #1 rated ad-supported cable movie of the day.

Continuing Hallmark Channel’s tradition of celebrating key holidays with its original movies, “Chasing Leprechauns” ranked as the #2 movie of the week. Among its key demographic of women 25-54, the film placed as the #3 movie of the day. “Chasing Leprechauns” was also #3 in HH (1.6 rating) for the 8-10p time period, elevating Hallmark Channel to be the #4 rated cable network in prime time for the day among HH.

In “Chasing Leprechauns”, Michael Garret is a corporate fixer sent to a small town in Ireland to close a deal on a construction site believed to be inhabited by leprechauns. Needing the approval of the town’s pixie expert, Sarah Cavanaugh, Michael tries desperately to win over the woman who refuses to disturb “the little people.” The film stars Adrian Pasdar (“Heroes,” “The Lying Game”), Amy Huberman (“The Clinic”), Kate Stanley Brennan, and Jack Reynor.

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned and operated by Crown Media Holdings, Inc., is a 24-hour basic cable network that provides a diverse slate of high-quality entertainment programming available in high definition (HD) and standard definition (SD) to a national audience of 87 million subscribers. The top-tier program service is distributed through approximately 5,500 cable systems and communities as well as direct-to-home satellite services across the country. Hallmark Channel is the nation’s leading destination for quality family programming with an ambitious slate of original TV movies and specials, as well as some of television’s most beloved sitcoms and series, including The Golden Girls, Frasier, Little House on the Prairie, and The Waltons. The channel is also home to The Martha Stewart Show and other lifestyle content. Hallmark Channel's sibling network is Hallmark Movie Channel, also available in HD and SD, which focuses on family-friendly movies with a mix of classic theatrical films, presentations from the acclaimed Hallmark Hall of Fame library, original Hallmark Channel movies and special events.

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