



## **ABCFAMILY.COM CELEBRATES “25 DAYS OF CHRISTMAS” WITH SANTA, SNOW GLOBES AND A SWEEPSTAKES**

### **Site to Offer \$25,000 Cash Sweepstakes Prize**

Burbank, CA (November 19, 2008) – ABCFamily.com is helping spread holiday cheer in support of its “25 Days of Christmas” programming event. Look for a special sweepstakes and richly interactive applications designed to bring out the best for viewers in this festive season. In its annual “25 Days of Christmas Sweepstakes,” ABCFamily.com will be giving away \$25,000 dollars to one lucky winner. Online visitors can enter the electronic drawing every day between December 1-25 to win daily prizes -- and maybe even the Grand Prize.

Using the interactive “Search for Santa” application, online visitors can help ABCFamily.com try to track down St. Nick, leading up to his big day on December 25. Armed with the daily clue, viewers use the satellite map to help find Santa. Every day a visitor finds Santa, he/she accrue points to help win a spot on the leader board. These points also boost the “Belief-o-Meter” reading, showing that some people still do believe in Santa.

Visitors can share holiday greetings with another fun interactive application, the “Snowglobe,” uploading photos and choosing a background to create a unique snow globe which can be e-mailed to friends and family and even embedded on social networking pages.

Viewers can also keep tabs on ABC Family’s programming during the “25 Days of Christmas” using the site’s Advent-style interactive calendar. Clicking on the Christmas tree ornaments opens video clips that either highlight the night’s programming or feature ABC Family stars sharing their favorite holiday memories.

Emmy-winning ABCFamily.com provides a variety of entertainment and community options, from rich, fan-centric programming – including blogs, webisodes, full episodes, previews and behind-the-scenes clips – to personal profiles that allow commenting, favoriting, and rating any content on the site. Social networking tools and online activities foster user interaction with the site and between users.

Part of the Disney-ABC-Television Group, ABC Family, distributed in over 95 million homes, features original movies, series and specials reflecting today’s families and entertaining and connecting with adults through relevant stories about today’s relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family’s programming is a mix of quality acquired series and theatricals as well as original movies and scripted dramas. ABC Family is also the destination for Holiday events with “13 Nights of Halloween” and “25 Days of Christmas” branded programming events. ABC Family. A New Kind of Family.

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