



## **ABC FAMILY.COM GETS INTO THE “25 DAYS OF CHRISTMAS” SPIRIT**

### **Network Site Stuffed Full of Holiday Treats Including Special Holiday-Themed Viewing Parties, Virtual Stocking Stuffers & Its Popular Shareable Snowglobe Feature**

Burbank, Calif. (December 2, 2009) – ABCFamily.com gets into the holiday spirit in support of ABC Family’s annual “25 Days of Christmas” programming event. This year the site offers an abundance of rich, interactive applications and features designed to get viewers into the holiday spirit.

Once again this year visitors to the site can share holiday greetings with its popular interactive “Snowglobe” application. This popular feature allows users to upload photos and choose holiday-themed backgrounds to create their very own unique “shakable” snowglobe which can be e-mailed to friends and family and embedded on social networking pages.

Fans of the popular ABC Family original series “10 Things I Hate About You” and “Make It or Break It” can watch series’ stars guess the lyrics of your favorite classic holiday carols in the new short-form video series, “What’s Next.”

Throughout the month, ABCFamily.com will make available over a dozen holiday movie titles in their online video player, including the ABC Family original holiday movies “Snow,” “Snow 2,” “Holiday in Handcuffs,” “Santa Baby 2: Christmas Maybe” and “Snowglobe.” Beginning December 15, online viewers can host their own holiday viewing parties, allowing them to watch online with friends and family.

Other special “25 Days of Christmas” features include a personalized Holiday Greeting Ticker on the site’s homepage, where users can leave special messages for friends and family; an embeddable Countdown to Christmas clock widget; a holiday arcade filled with fun, casual holiday-themed games; and an Activity Center which includes themed coloring pages and a virtual stocking stuffer application which allows users to send virtual stockings to one another filled with personalized gift ideas.

ABC Family has also teamed with Pandora this year to create a custom “25 Days of Christmas” station on Pandora.com, where listeners can enjoy songs from the network’s “25 Days of Christmas” soundtrack as well as other classic holiday music. Additionally, the channel’s official “25 Days of Christmas” Facebook page has over 325,000 fans and offers an ongoing opportunity for viewers to share their favorite holiday shows & traditions.

#### **About ABCFamily.com**

Emmy® Award-winning ABCFamily.com provides a variety of interactive entertainment and community features, from rich, fan-centric programming – including blogs, viewing parties, webisodes, full episodes of the network’s hit programming including “The Secret Life of the American Teenager,” “Greek,” “Make It or Break It,” “10 Things I Hate About You” and “Ruby & The Rockits,” along with 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. [www.abcfamily.com](http://www.abcfamily.com)

**About ABC Family**

Part of the Disney-ABC Television Group, ABC Family is distributed in over 98 million homes. ABC Family features programming reflecting today's families, 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 network defining original series and original movies, quality acquired series and blockbuster theatricals. ABC Family is also the destination for annual Holiday events with "13 Nights of Halloween" and "25 Days of Christmas!" ABC Family. A New Kind of Family.

Contact

Karen Hobson

818.569.7789

[karen.hobson@disney.com](mailto:karen.hobson@disney.com)

For more information and artwork, go to [www.abcfamilymedianet.com](http://www.abcfamilymedianet.com)

###