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ENTERTAINMENT'S BIGGEST SUCCESS STORY!

**A LOCAL RADIO HOST FINDS UNEXPECTED ROMANCE WITH A MYSTERIOUS VISITOR TO HER SMALL NEW ENGLAND TOWN IN 'FALLING FOR YOU'**  
**A NEW, ORIGINAL MOVIE PREMIERING OCTOBER 6, ON HALLMARK CHANNEL**

**Taylor Cole and Tyler Hynes Star**

STUDIO CITY, CA – Taylor Cole (“CSI: Miami,” “The Originals”) and Tyler Hynes (“UnREAL,” “19-2”), star in “**Falling for You,**” a new, original movie premiering **Saturday, October 6 (9 p.m. ET/PT)**, on Hallmark Channel, as part of the network’s Fall Harvest programming event.

There’s no better place to be during the Fall Harvest season than Paradise Valley, a small New England town whose name says it all. However, when Lacey (Cole), general manager of the local radio station, decides to stage a bachelor bake-off event to save the station following mandatory budget cuts, she faces several challenges, especially when the town’s prime bachelor drops out of the competition. Determined to make the event a success, Lacey enlists the participation of visiting businessman Zac (Hynes), a handsome stranger whose focus on his work won’t allow him to see beyond his computer screen. As Lacey coaches the buttoned-up Zac on the basics of baking, the seemingly mismatched pair soon finds that they have a lot more in common than they thought. As the competition grows nearer, both Zac and Lacey must figure out whether they are truly meant for each other, and if so, how to make room for one another while fulfilling their career dreams.

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-- HALLMARK CHANNEL --