



**WILLIAM LEVY AND TAYLOR COLE COMPETE TO CREATE THE BEST QUINCEAÑERA IN
'SOUTH BEACH LOVE,'
A NEW, ORIGINAL MOVIE PREMIERING OCTOBER 9, ON HALLMARK CHANNEL**

**Based on the Book from New York Times and USA Today
Bestselling Author Caridad Piñeiro**

Part of the Network's Annual "Fall Harvest" Programming Event

STUDIO CITY, CA – September 3 – William Levy ("The Scent of Passion") and Taylor Cole ("Ruby Herring Mysteries") star in "**South Beach Love,**" a new, original movie premiering **Saturday, October 9 (9 p.m. ET/PT)**, on Hallmark Channel as part of the network's annual "Fall Harvest" programming event. The movie is based on the book by New York Times and USA Today bestselling author Caridad Piñeiro. This is the third book from Hallmark Publishing, Crown Media's own book publishing division, to be adapted into a Hallmark Channel original movie.

Sara (Cole) is catering her niece's quinceañera, but the 15th birthday celebration becomes complicated when her former boyfriend Tony (Levy) returns to Miami to cater his own niece's quinceañera...taking place the very same weekend. The situation gets a bit prickly when Sara and Tony are pitted against each other to win the cover of a local magazine. The families who were once close are now at odds over the conflicting quinceañeras, leaving fences to mend if their friendship will be restored. As Sara and Tony try to outdo each other and put on the perfect party, will their reunion spark a rivalry or lead them to romance?

"South Beach Love" is from Orchard Drive Productions. Lincoln Lageson is executive producer. Elayne Schneiderman Schmidt is producer. Damian Romay directed from a script by Andrea Canning, based on the book by Caridad Piñeiro.

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