



A WOMAN SEEKING COMMUNITY IN A NEW CITY FINDS PURPOSE AND BELONGING THROUGH THE WALK TO END ALZHEIMER'S

ASHLEY WILLIAMS AND PAUL CAMPBELL STAR IN *FALLING TOGETHER*,

PREMIERING ON WORLD ALZHEIMER'S DAY, SEPTEMBER 21, ON HALLMARK CHANNEL

Part of the Network's Annual *Fall into Love* Programming Event



STUDIO CITY, CA – September 3 – Moving to a new city leads a woman to find fellowship and community through the Walk to End Alzheimer's when **Ashley Williams** (*Notes of Autumn, Five More Minutes: Moments Like These*) and **Paul Campbell** (*Magic in Mistletoe, Three Wise Men and a Baby*) star in ***Falling Together***, a new, original movie premiering on World Alzheimer's Day, **Saturday, September 21 (8 p.m. ET/PT)**, on Hallmark Channel as part of the network's annual *Fall into Love* programming event.

Williams, who has written poignant, personal essays for [People](#) and [Medium](#) about her own mother's battle with Alzheimer's, serves as executive producer alongside her husband Neal Dodson (*Love, Classified*). She and her family have a longtime relationship with the Alzheimer's Association going back to when they were navigating their mother's illness, and they've been active in the cause by Williams serving as emcee for the annual *Walk to End Alzheimer's* and hosting the *Dance Party to End Alz* each year with her family. To ensure the movie's accuracy, the Alzheimer's Association became involved by giving notes on the proper language to use when talking about the disease and

advocating for involvement in the *Walk*, as well as providing the gear to capture the event's joy, color and authenticity.

"When I first moved to Manhattan a few years ago, I threw a 'chili party' in my apartment building to get to know everyone – and no one came. Once I worked my way through the shame...and the copious leftovers...I thought, 'Maybe there's a rom-com here!,' Williams shared. "Turns out this was the perfect leaping off point to reunite with my dear friend Paul Campbell in a hilarious, warm, comedy amongst the autumn leaves. "The Alzheimer's Association was instrumental in providing resources for our family when my mother was ill, and getting to tell this story with their support is something I'm really proud of."

"Putting care into the world is a basic tenet of the Hallmark brand, so when Ashley and Neal brought this idea to us we felt it was a perfect fit," began Bart Fisher, Vice President, Programming, Hallmark Media. "This is an important cause that affects so many people, whether it's the patient or a family member. We're happy to be able to help shine a light on it while also giving our viewers the kind of heartwarming story filled with romance that they know and love."

ABOUT FALLING TOGETHER

Natalie (Williams) just relocated to Pittsburgh for work and is eager to become part of her new town. While exploring her surroundings, she comes across the perfect opportunity for involvement and joins the Walk to End Alzheimer's as a volunteer. Meanwhile at home, her efforts to bring the building residents together as a community have fallen flat, and Mark (Campbell), the prickly super, advises her to leave well enough alone. As the two spend time together while Natalie continues her quest to win over her neighbors, she and Mark become close and a spark begins to grow. But just when it looks like building harmony has been restored, things unexpectedly unravel. Disheartened, Natalie focuses her time and energy on the Walk which just may be the path to healing and happily ever after.

To round out the viewer experience, Hallmark will make fashion, including wardrobe and accessories from *Falling Together*, available for purchase through online resale company **LuxAnthropy**, with all proceeds being donated to the **Alzheimer's Association**®.

Falling Together is from Hallmark Media. Neal Dodson and Ashley Williams are executive producers. The movie is produced by Rob Lycar, Gemma Martini, Jamie Goehring and Shawn Williamson. Jonathan Shore serves as supervising producer. Mike Rohl directed from the teleplay by Rick Garman, based on a script by Adam Kulbersh.

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