



FOR IMMEDIATE RELEASE

**Incendo Begins Principal Photography on the  
Heartwarming Romantic Comedy Film  
*Be Mine, Valentine.***

Montreal, August 16, 2021 – Production begins today in Montreal on ***Be Mine, Valentine***, Incendo’s ninth and final Rom Com film of the 2021 slate.

This Romantic Comedy features Canadian actors Kaitlyn Leeb (*Heartland, Deglassi: The Next Generation, Spinning Out*) and Brendon Zub (*Batwoman, Blue Book, The Good Doctor*). The film is written by Elizabeth Stewart and Incendo welcomes the vision of award-winning director Louise Archambault. Samantha Ellison will produce the film; Executive Producers are Jean Bureau and Ian Whitehead.

***Be Mine, Valentine*** – Piper Davis is a dedicated proposal planner who orchestrates elaborate proposal events for her clients. With Valentine’s Day around the corner, she is overloaded with requests, on top of dealing with mixed emotions aligned with the holiday, due to a past failed romance. Her newest client is Jordan Freeman, who needs an extravagant proposal plan for his boyfriend and love of his life, Simon. With the help of Piper and Jordan’s best friend, Adam Taylor - who also happens to be Simon’s brother – they have just one week to plan the perfect proposal. Through a vested interest in getting to know each of her clients on an intimate level, Piper devises a plan where she will pose as Adam’s new girlfriend so she can get to know Jordan and Simon better while she formulates the proposal theme. Posing as a couple is a combination of effortless and complicated. While it is clear there is an instant mutual attraction, Piper and Adam easily pull off their fictitious relationship, but friction also arises due to their vast differences – after all Piper is a proposal planner and Adam a marital mediator. Leading up to the proposal day, Piper and Adam’s pretend partnership kindles into an authentic one, leading Adam to concoct an unconventional proposal of his own.

Incendo will complete production on nine Rom Coms this year and has an additional seven films available from the 2020 slate. A collection of original, multi-genre content is in various stages of development for the remainder of 2021 through to 2022.

**About Incendo**

Incendo is a Canadian company that specializes in the production and international distribution of high-quality television programming for the worldwide marketplace. Since its inception in 2001, the company has produced compelling movies, television series as well as documentaries that have been sold throughout the world. Incendo is the leading television distribution company in Canada and also handles theatrical distribution in Québec for Paramount Pictures. For more information, visit [www.incendo.ca](http://www.incendo.ca).

**Social Media Links:** [Twitter](#) | [Facebook](#) | [YouTube](#) | [Vimeo](#)

**For Media Inquiries please contact:**

Effi Eustace | Vice-President, Sales & Marketing  
[e.eustace@incendo.ca](mailto:e.eustace@incendo.ca) | (416) 565-5529

Alana Doria | Marketing Assistant  
[alana.doria@incendo.ca](mailto:alana.doria@incendo.ca) | (647) 274-4773