# Baywatch

## Season 1

The world's most iconic lifeguards are back. Along Southern California's sun-drenched coast, a new ***Baywatch*** team dives into high-stakes rescues, tangled relationships, and adrenaline-charged heroics. With their signature red suits, heart-pounding action, and the beachside drama that once captivated millions, they bring a fresh mission to protect SoCal's shores. The show is a positive, upbeat portrayal of everyday heroes doing what's right…and looking amazing while they do it!

### Opportunities

- Custom Content
- Co-marketing
- Experiential Activations
- Social & Digital Extensions
- TMZ: Integration & Custom Content

### Production

Fremantle, FOX Entertainment

Location: Los Angeles, CA

Timing: March – July'26

### Airing

Jan - Mar 2027

### Talent

Stephen Amell
David Chocachi
Jessica Belkin
Hassie Harrison
Erica Eleniak
Thaddeus LaGrone
Shay Mitchell
Blair Redford
Noah Beck
Brooks Nader
Livvy Dunne






All information subject to change