



Weekday Mornings
at 7am^{ET/PT} Airing On
Lifetime
TELEVISION

IT'S TIME TO GET DEMANDING ABOUT A CURE FOR CANCER

DEMAND CURES TODAY

"The Balancing Act" on Lifetime Joins "The Gateway for Cancer Research" in their unwavering quest to find a cure. Over 1500 cancer patients die each day, and "The Balancing Act" is committed to helping put a stop to it by being a part of DEMAND CURES TODAY!

Chances are every person alive knows someone who has struggled with Cancer, because the true-to-life statistics are that 1 out of every 2 men and 1 out of every 3 women will get Cancer in their lifetime. Some will fight and survive, and some won't.

The Gateway for Cancer Research SM works tirelessly to improve and save the lives of patients battling cancer now by funding promising clinical trials with cutting-edge approaches that can lead to treatment innovations and non-toxic complementary and alternative therapies.

- DEMAND CURES TODAY! has the mission to speed clinical breakthroughs to the bedside in order to help cancer patients live longer, feel better and be cured today.
- "The Gateway for Cancer Research" is daring and different in the way they approach funding for Cancer research. With 99¢ of every dollar received in donation going directly to cutting edge research and clinical trials, they are 100% focused on saving lives today and for the future.
- \$28 is all that is needed to fund ONE day of the many clinical trials "The Gateway for Cancer Research" supports.
- \$200 Billion government dollars is spent on research to cure MICE. "The Gateway for Cancer Research" funds research to cure PEOPLE.

99% of all donations go directly to the research and clinical trials. The Gateway for Cancer Research is 100% focused on achieving results that help people fighting cancer today with the hopes that tomorrow will be one step closer to a cure.

"The Balancing Act" on Lifetime is thrilled to be partnered with The Gateway for Cancer Research in this fight, and is committed to being a part of the 99% who will make a difference. The Gateway for Cancer Research is a part of the "Balance Your Life" Road Tour in cooperation with "The Balancing Act" on Lifetime to help spread the word.

Join "The Balancing Act" on Lifetime and "DEMAND CURES TODAY!"

About The Gateway For Cancer Research

The Gateway for Cancer Research is unique among cancer charities in that 99 cents of every dollar goes directly to cancer research thanks to generous underwriting by Cancer Treatment Centers of America®. The Gateway funds promising treatment innovations that aim to improve and save the lives of people battling cancer today, not decades from now <http://www.demandcurestoday.org>

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About "The Balancing Act" on Lifetime Television

"The Balancing Act", America's premier morning show airs weekday mornings on Lifetime Television at 7:00am (ET/PT). These days the modern woman is trying to balance it all and the mission at "The Balancing Act" is to bring solutions to them to help them balance life, career, family and most importantly themselves. "The Balancing Act" is a Branded Entertainment show that entertains, educates and engages the viewer.

For more information please contact us at: <http://www.TheBalancingAct.com>.