

Pilot Pen Accessorizes from Head to Pen on The Balancing Act® On Lifetime TV

Pilot Corporation of America Takes Center Stage on Upcoming Show; Bejo Seeds, Montchevre Back By Popular Demand

(Pompano Beach, FL – April 2, 2013) Popular morning show The [Balancing Act®](#) welcomes one of the hottest names in writing accessories to their show airing on Wednesday, April 3rd at 7:00 a.m. (ET/PT) on Lifetime TV. Make sure to watch as hosts Danielle and Kristy help jump start the day with animated conversation, fashion tips, lively demonstrations and recipes to balance and empower a women's life.

Don't miss this featured segment taking center stage on The Balancing Act:

- [Accessorize Your Wardrobe with Pilot Pen](#) – Details do matter! For Spring 2013, consider accenting your wardrobe with the ultimate accessory – the pen! If you're looking to make that perfect fashion statement or simply add special flair to your spring wardrobe, get entertained and informed as Pilot Pen's Ariann Langsam visits The Balancing Act™ to reveal how the pen truly is mightier than the sword. Watch as models show off their spring fashions while holding colorful Acroball pens that perfectly complement their style in the "Power to the Pen: Spring Fundamentals from Head to Pen" segment.

Whether for a business meeting or lunch with the ladies, put power – and style – back in your note taking, letter-writing and creative endeavors. <http://www.PowertothePen.com>

Back by popular demand, these segments complete the line-up:

- Hollywood Watch with Ralph Pagano
- Bejo Seeds – Tomato-inspired dishes with Tasti-Lee tomatoes www.tasi-lee.co
- Montchevré - Culinary Secrets about Goat cheese www.montchevre.com

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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.

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