

# BALANCE YOUR LIFE

## ROAD TOUR

From the producers of



[www.TheBalancingAct.com](http://www.TheBalancingAct.com)

## The “Balance Your Life Road Tour”, in partnership with the Southern Women’s Show, rolls into Nashville TN, with the 7th fittest woman in the world!

*“The Balancing Act” morning show on Lifetime Television continues on down the road with a stop in the country music capital of the world.*

**March 30, 2012 – (Pompano Beach, FL)** The “Balance Your Life Road Tour” first joined the Southern Women’s Show in 2011, and the 2012 tour continues with its 3rd stop in Nashville, TN at the Nashville Convention Center April 12th – 15th.

The “Balance Your Life Road Tour” arrives in Nashville with a completely interactive pavilion full of exciting new products for health, fitness, nutrition and beauty, all things that reflect the focus of the Award winning morning show “The Balancing Act”, a show dedicated to addressing all the different aspects and needs of the modern woman’s lifestyle.

Women visiting the pavilion can interact with the show, becoming a part of the segments being filmed for the national morning show on Lifetime television. Spin the wheel to receive a complimentary bag from “The Balancing Act” and a chance to win gifts from the various partners joining the tour.

Attendees can learn more about “The Balancing Act’s” new *A Lifetime of Health and Wellness Makeover Series™* as well as enter for a chance to win “gift of health” weekly prizes including a week-long trip to Premier Fitness Camp at the La Costa Resort and Spa in San Diego California. Visit the Balancing Act website to enter. <http://www.thebalancingact.com/sweepstakes/>

Cheryl Brost, Cross fit champion, and new official spokesperson for Altrient™ will be on hand to talk about the incredible benefits of Altrient™ – C and Me, the amazing high performance Vitamin C supplements she used exclusively, helping her win the title of 7th fittest woman in the world.

Additionally on hand will be CeraVe® with their revolutionary SA Renewing Lotion, SDC Nutrition with About Time protein Supplement, the official protein of the *Health and Wellness Makeover Series™*, and Big Fish Games showcasing entertainment for the whole family.

“The Balancing Act” on Lifetime is thrilled to play host to The Gateway for Cancer Research on this year’s “Balance Your Life Road Tour” as they seek to Demand A Cure. The sobering statistics are that 1 out of 2 men and 1 out of 3 women will get cancer. The Gateway for Cancer Research works to improve as well as 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.

This year’s exciting and dynamic “Balance Your Life Road Tour” is projected to reach over 250,000 women in person and millions more through online and broadcast, which will in turn boost the tour’s visitor number to a new high.

The annual Southern Women’s Show attracts thousands of local women each year with fashion shows, cooking demonstrations, beauty tips, health screenings, decorating ideas, and personal growth opportunities —all tailored especially for women— as well as celebrity appearances.

“We’re very excited to join the Southern Women’s Show for the second year in a row. A lot of fans of the show will attend these events and we look forward to meeting them in person,” says Danielle Silverman, Sr. VP at The Balancing Act. “We created the ‘Balance Your Life Pavilion’ to reach out to our viewers with hands-on promotional activities, and the Southern Women’s Show is a great event to make that connection.”

“The Balancing Act” together with the Southern Women’s Show is the perfect blend of national exposure on Lifetime Television with the face-to-face engagement of the events.

### **About the Balance Your Life Road Tour:**

The “Balance Your Life Pavilion” will reach over 250,000 women in person and millions through online and TV broadcast. Tour partners include CeraVe®, Big Fish Games, Altrient™ and The Gateway for Cancer Research. It’s the perfect partnership, as “The Balancing Act” and the Southern Women’s Show not only share a common constituency, but also a mutual purpose and mission: **To help women balance it all.**

For more information on the “Balance Your Life Road Tour” go to <http://www.thebalancingact.com/tour/>

### **About The Balancing Act**

"The Balancing Act" TV show is produced by BrandStar Entertainment, parent company of O2 Media, Inc. and airs on Lifetime Television at 7:00am (ET/PT). For information or to view a show, visit [www.TheBalancingAct.com](http://www.TheBalancingAct.com). You can also follow "The Balancing Act" on [www.facebook.com/TheBalancingActFans](https://www.facebook.com/TheBalancingActFans), [www.twitter.com/BalancingActTV](https://www.twitter.com/BalancingActTV) and [www.youtube.com/thebalancingact](http://www.youtube.com/thebalancingact).