



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

“The Balancing Act” on Lifetime TV Seeks Partners for New Series “Roulette Wheel of Rare and Genetic Diseases”

Series will provide audience with treatment information, help educate and empower patients, their families, caregivers and the medical community

(Pompano Beach, FL – June 18, 2012) Did you know that rare diseases affect 1 in 10 Americans? BrandStar Entertainment’s popular morning show “The Balancing Act” on Lifetime TV is searching for content partners for their new series “Roulette Wheel of Rare and Genetic Diseases.” The 6-part mini-series is scheduled to launch in October 2012 and air through Q2 2013.

The goal of the series is to raise awareness of genetic conditions, rare diseases and treatments while helping to inspire Americans to take a more active role in getting to know and understand their genes.

A rare disease is one that affects fewer than 200,000 people. Based on these statistics, there are about 6,800 diseases that fall into this category, according to the National Institute of Health. The “Roulette Wheel of Rare and Genetic Diseases” series will go in-depth with coverage on Cushing’s Syndrome, Hereditary Angioedema (HAE), Hunter Syndrome, Lysosomal Acid Lipase (LAL) Deficiency, Prader-Willi Syndrome, and more.

“As a mother of a child with an undiagnosed rare disease, I know first-hand the expense and the heartache of the search for an answer, or even a name to what is attacking my child’s body. My hope is that our stories will help connect the dots,” says Carri Levy, Senior Associate Producer and visionary behind the series.

“Because of the breadth and scope of the number of identified rare diseases, the patient community remains the biggest advocates here. This series will provide our audience with advocacy awareness and treatment information, helping to educate and empower patients, their families, caregivers and the medical community,” continues Levy.

For more information about how to become a content partner in the “Roulette Wheel of Rare and Genetic Diseases” series please contact: Carri Levy at carris@thebalancingact.com or Molly Mager at mmager@thebalancingact.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 help them balance life, career, family and most importantly themselves. The Balancing Act is a show that’s about women, for women and trusted by women.

About BrandStar Entertainment

BrandStar Entertainment is known for their cutting edge content driven women’s programming, including “The Balancing Act” on Lifetime Television. The Balancing Act TV show inspires and empowers women with entertaining and educational segments, placing them in the best position to achieve success in every aspect of their lives.

For more details about BrandStar Entertainment please visit <http://www.brandstartv.com>