

The Balancing Act is unveiling the Mystery of Rare and Genetic Diseases

New miniseries from the creators of The Balancing Act plans to be the conduit between patients with rare diseases and potential lifesaving drug therapies

Pompano Beach, FL (August 23, 2012) **Behind the Mystery: Rare and Genetic Diseases**, a new ground-breaking miniseries on [The Balancing Act™](#), airing weekdays on **Lifetime Television**, will become an ongoing addition to the popular morning show. Launching in October, this empowering special is dedicated to increasing rare and genetic disease awareness.

“Our decision to extend this series well beyond the originally scheduled six-part mini-series was due to the overwhelming response received from the rare community,” said Doug Campbell, Executive Vice President of Programming for **The Balancing Act™**.

The mission of **Behind the Mystery: Rare and Genetic Diseases** is to educate the public about rare and genetic diseases and treatments, and provide support through collaborations in education with pharmaceutical companies, foundations and patient advocacy groups.

“Patients with rare disorders, and their families are so powerful,” said Carri Levy, creator of the series. “We believe that bringing patients and families together with pharma, on a national television show, will facilitate more communication, as well as research and lifesaving drug development.”

Improving health outcomes requires that the pharmaceutical industry build trusted partnerships with patients. In the world of rare and genetic diseases, this relationship is crucial. [The Balancing Act™](#) is committed to helping pharmaceutical companies create these connections. **Behind the Mystery: Rare and Genetic Diseases** will become a go-to place for patients and pharma to share knowledge, experience, and a better understanding of each other.

The Balancing Act would like to welcome pharmaceutical companies, foundations and patients to join them in this mission to get **Behind the Mystery**.

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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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