

# Digital Influencers from Birmingham Alabama Set to 'Meet & Tweet' at the Balance Your Life Road Tour

*The Balance Your Life Road Tour stops in Birmingham, AL. for the second year with new improvements in health, nutrition, and beauty*

**September 25, 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 second fall stop in Birmingham, AL at the Birmingham – Jefferson Convention Complex from October 4th through October 7th.

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.

The **Balance Your Life Pavilion** reflects the focus of the award winning morning show *The Balancing Act*™ through a fully interactive pavilion. The 'show within a show' will feature and showcases new improvements in health, nutrition, and beauty.

Charlotte NC, the first fall stop of the **Balance Your Life Road Tour**, was a huge success. 12 digital influencers from Charlotte were given VIP treatment and received a full pass to the road show as well as a behind the scenes tour. The group was also introduced to **Teresa Giudice**, from *'Real Housewives of New Jersey'* and given a one-on-one. Digital influencers will be chosen for Birmingham to "Meet & Tweet" and experience this amazing opportunity.

Women visiting the pavilion will get to interact with **Danielle Knox**, Host of *The Balancing Act*™, as well as be a part of a live taping of the national morning show on Lifetime television. Women can 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 support local vendors **America's First Credit Union**, **Diversified Resourcing Solutions**, and **Teach Me Beauty** by visiting the pavilion. Anyone who lives, works, or attends school in the Birmingham Metropolitan area will receive tips to budgeting money in an effective and remarkably "unbank" like way with **America's First Credit Union**. Entrepreneurs' and job seekers can visit **Diversified Resourcing Solutions** to relieve the stress accompanied with running a business or searching for a job in this economy. In addition, the many woman suffer with skin damage from sun exposure will have the opportunity to reverse the damage with the help of **Teach Me Beauty**.

Live, play and save with **Dubli.com** the everything site for shopping and entertainment, let loose and have some family fun at the **Big Fish Games** station with a chance to win an iPad 2, and become an empowered wireless woman with **Verizon** as they showcase how the latest wireless technology provides solutions for today's modern women in both her professional and personal life. The **Balance Your Life Pavilion** offers something for everyone.

Additionally **SDC Nutrition** will be in Charlotte giving away coupons and samples of *About Time* protein supplement and **Primo Water** will be showcasing their exciting new products that add fun and flavor to your water. Informative presentations will include; anti-aging treatments from **Revita**, learning how to reduce the risk of cervical cancer with **Qiagen**, and discussions about innovative treatments for common foot issues by **Wright Medical**.

*The Balancing Act*™ on Lifetime is thrilled to play host to **The Gateway for Cancer Research** in the **Balance Your Life Pavilion** 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. Participants will have the opportunity to Fund a Day of Research for a patient enrolled for as low as \$28/day.

Visit the special Parent Teacher Corner in the pavilion for giveaways from the **National PTA**, and to learn about the latest actions they are taking on behalf of all children. Support education by learning about **Cardraising**, have the chance to win a \$2,000 cash card and witness firsthand the new creative approaches to learning being brought to the classroom by **Mad Cap Logic**.

In addition, Join fitness guru Sammy Black in the quest for a better body with his new **EZ Jumper** learn about the importance of gun safety and important self defense tips from **Springfield Armory**, and discover eco-friendly fashion with style from **Envirosax**.

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## **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 reflect a mutual purpose and mission: **To help women balance it all.**

*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.

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

## **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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