



The Balancing Act® airing on Lifetime TV Talks Cool Back to School Supplies with BIC® USA, INC.

BIC shows viewers the Top 5 Back-to-School Stationery Supplies that Every Student Needs

(Pompano Beach, FL – CISION – August 6, 2013) Popular morning show The Balancing Act® welcomes BIC® USA, one of the hottest names in back-to-school supplies, to their show airing on Friday, August 9th at 7:00 a.m. (ET/PT) on Lifetime TV. Make sure to tune in as hosts Julie Moran and Kristy Villa help jump start the day with tips you can use, animated conversation, lively demonstrations and great information women can trust.

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

- Five Back-to-School Stationery Essentials with BIC® USA

The start of the new school year is just around the corner and it's time to check off the items on that school supply list. Join Michael Frazier, stationery brand manager from BIC USA, and host Kristy on the Balancing Act set as they talk about five must-have supplies that will deliver quality and value to families throughout the entire school year. Viewers will see BIC classics like the Cristal® ballpoint pen that was launched in 1950, as well as new additions like the BIC® Tech 2-in-1 Stylus and Pen that has a retractable ballpoint pen on one end and a touchscreen stylus on the other. For the fashionista, BIC also brings the bling with stylish BIC for Her™ pens. Visit <http://www.bicworld.com> to learn more.

"It is a pleasure to join Kristy and the Balancing Act to discuss our Back-to-School essentials. We think that the audience will appreciate the wide variety of high-quality stationery products that BIC offers, as well as the value provided when it comes to getting their families ready to go back to school," said Michael Frazier, Brand Manager—Stationery Marketing.

About BIC Consumer Products USA:

BIC Consumer Products USA (www.bicworldusa.com) is a leading manufacturer of stationery products, lighters and shavers. Since its founding more than 50 years ago, BIC has honored the tradition of providing high-quality, affordable products. Through this unwavering dedication BIC has become one of the most recognized brands in the world today, delivering "More for your money...Always!"

About The Balancing Act® on Lifetime Television

Now in its 6th year, The Balancing Act® continues to empower women in all aspects of their lives. The mission at The Balancing Act is simple - the show strives to help today's modern woman balance it all by bringing them exceptional solutions to everyday problems. Entertaining, educational and trusted by women, viewers can tune in to America's premier morning show The Balancing Act on weekday mornings at 7:00 am (ET/PT) on Lifetime television.

For additional information or to view a segment visit: www.thebalancingact.com

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