



## Pilot Pen Takes the Stress out of Homework on The Balancing Act® airing on Lifetime TV

*Ariann Langsam from Pilot Corporation of America introduces the FriXion Clicker erasable gel ink pen to The Balancing Act viewers on August 15th and August 22nd with host Julie Moran*

(Pompano Beach, FL – CISION – August 14, 2013) Popular morning show *The Balancing Act*® airing on Lifetime television welcomes Pilot Corporation of America (Pilot Pen) on Thursday, August 15th and August 22nd at 7:00 a.m. (ET/PT) to introduce viewers to the FriXion Clicker erasable gel ink pen, a must-have item for Back-to-School.

Minimize the stress of the season by making sure kids have all the right tools for success, including the new FriXion Clicker from Pilot. FriXion Clicker is the first retractable & erasable gel ink pen that writes smoothly and erases cleanly, so anxiety about written mistakes can be a thing of the past.

The Pilot FriXion Clicker shatters the concept of the traditional erasable pen with a revolutionary gel ink that becomes clear with erasing friction, so written words disappear with no smearing or tearing of the paper and no eraser crumbs. Available in 8 colors, it's the perfect pen for kids and for busy moms.

"Pilot is thrilled to partner with The Balancing Act for the launch of our incredible FriXion Clicker pen that gives consumers the freedom to write smoothly, erase completely and re-write as many times as needed," said Ariann Langsam, Director of Consumer Marketing and Market Research, Pilot Corporation of America. "The FriXion Clicker is an entirely new kind of erasable pen that takes the stress out of school work – now, no one has to know it wasn't perfect the first time!"

<http://www.PowerToThePen.com>

### 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](http://www.thebalancingact.com)

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