



Acceptance Inc. to Appear in Mini Series on The Balancing Act® airing on Lifetime Television

Experts from Acceptance insurance company will talk about a variety of topics on auto insurance and coverage

(Pompano Beach, FL – CISION – November 25, 2013) – Popular show The Balancing Act® airing on Lifetime TV is proud to announce that Acceptance Inc., an auto insurance company, will be featured in a 3 part mini-series slated to begin airing in early 2014.

Juliet Dilorio, SVP, Marketing and eCommerce and other experts from Acceptance will join the mini-series to educate viewers on a variety of topics including: “Demystifying the Misconceptions about Auto Insurance”, “Simple Ways to Save Money on Your Car Insurance,” and “Understanding Your Policy.”

Acceptance Inc. is known for assisting customers who are usually high risk, and may have had a lapse in auto insurance due to a variety of reasons. Types of car insurance they offer include high risk, liability, teenager, bad credit, senior and more.

“We are thrilled to partner with The Balancing Act in an informational series on auto insurance. At Acceptance, we are passionate about keeping drivers informed about car insurance, and this partnership provides a perfect opportunity for us to do just that,” said Joe Borbely, President of Acceptance Insurance.

“We’re looking forward to having Acceptance on the show to hear more about how they can empower women with knowledge about all things auto insurance related,” says Doug Campbell, Executive VP of Programming for The Balancing Act® on Lifetime TV.

For more information, please visit: www.acceptanceinsurance.com

For information about The Balancing Act and to view current and past shows, please visit: www.thebalancingact.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 watch America’s premier morning show The Balancing Act® weekday mornings on Lifetime television at 7 am (ET/PT).

For more information regarding O2 Media Inc. Branded Entertainment, Product Placement and TV Brand Integration go to: <http://o2mediainc.com/Pages/187/Branded-Entertainment>

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Media Contact:

O2 Media, Inc.

pamela@o2mediainc.com

(954) 691-1102