

The Balancing Act

The Balancing Act®, now in its 12th year, is America's premier morning show that fits perfectly into the modern woman's busy lifestyle, delivering essential information and sensible solutions in an entertaining, fast-paced format.

SHOW PREMISE

The Balancing Act® is a weekday morning show that brings inspiring solutions for today's on-the-go, modern woman to help balance and enrich her life. Co-hosts Julie Moran and Olga Villaverde are here to enthusiastically jump start the day as they explore the hottest topics and trends in lifestyle, parenting, health, wealth and more!"

FORMAT

30-minute TV show featuring studio hosts and guest experts who incorporate brands and products into an entertaining, solutions-focused story. Segments range from one minute up to a full show.

SETTING

In-studio at BrandStar Studios and on location around the country.

ON-AIR DAILY HOSTS

Julie Moran

Julie joined The Balancing Act as a celebrity guest host for the Mother's Day Special in 2012 and launched her role as a full-time host for the show in early 2013.

OLGA VILLAVERDE

Olga has brought her signature passion and enthusiasm to her role as co-host at The Balancing Act since 2010.

TOP CATEGORIES

What Women Want...

- | | |
|------------------|---------------------------|
| Family Matters | Inside Beauty and Style |
| Choose Health | Be the Change |
| Everyday Gourmet | Behind the Mystery |
| On the Money | Broadway Balances America |

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BrandStar Originals



Brand Integration at its best!

We are more than product placement, brand entertainment, and branded segments. Utilizing custom-created storylines within our BrandStar Originals, we are able to better the lives of men, women, and their families, by showcasing products and services that provide positive-based solutions to everyday challenges through seamless and purposeful brand integrations.

access
HEALTH

accesshealth.tv

BEHIND THE
MYSTERY

TheBalancingAct.com/Rare

The
Balancing Act

TheBalancingAct.com

DESIGNING
SPACES

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inside the
blueprint

insidetheblueprint.com

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MAKEOVER
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For more Information

844.200.2525 | Info@brandstar.com | brandstar.com | 3860 N Powerline Rd, Pompano Beach, FL 33073

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