

## **Pilot Pen Corporation of America Grips Viewers on “The Balancing Act” on Lifetime TV**

Release:

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The Dr. Grip line is proven to write comfortably without sacrificing style; awarded the Ease of Use Commendation from the Arthritis Foundation; and recently unveiled a sleek new design.

(Pompano Beach, FL – October 9, 2012) For many people, the art of writing and creative expression has been altered due to physical discomfort. Be sure to tune in to “The Balancing Act®” on Lifetime TV on Monday, November 5th at 7 am (ET/PT) as Pilot Pen Corporation of America takes center stage to help viewers find the “write” pen for them and their personal style. Or you can watch the episode via this link: <http://www.thebalancingact.com/video/?v=Y69QNGLAH04267>

Special guest Ariann Langsam, Director of Consumer Marketing for Pilot Pen, will share her insights with viewers on the ergonomically-designed Dr. Grip line of writing instruments, which have earned the Ease of Use Commendation from the Arthritis Foundation as well as the recent news that Pilot revealed an updated design to the classic model. The new Dr. Grip Full Black and Pure White offer a sleek professional look while providing the same lasting comfort the original Dr. Grip is known for.

Dr. Grip pens help provide lasting comfort and eliminate writing stress for all, but especially for individuals with arthritis or joint pain. During a recent 3-month study performed by the Georgia Tech Research Institute, it was determined that, ‘Dr. Grip Center of Gravity was proven to be two times more comfortable than the top-selling standard ballpoint pens for users with or without arthritis.’

Dr. Grip high-quality pens help people reconnect with their creative side with ballpoint, gel and mechanical pencil styles that are available in a variety of colors.

For more information on Dr. Grip products, visit: [www.pilotpen.us/Brands/Dr-Grip](http://www.pilotpen.us/Brands/Dr-Grip) or [www.PowertothePen.com](http://www.PowertothePen.com).

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.

For more information please contact us at: <http://www.TheBalancingAct.com>.

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