



**For Immediate Release      August 3, 2011**

**Sun Valley, ID – OMNI Health Media and Lifetime Television’s “The Balancing Act—Hear Us Roar” series continues with Part VIII, Genomics and the Advances in Treatment of Colon Cancer, August 8, 2011.**

Each month “The Balancing Act Healthy Living Corner—Hear Us Roar” series together with *Women* magazine takes on different issues related to cancer prevention, treatment, management and wellness. Various experts and survivors join The Balancing Act throughout the series to share personal stories of the impact cancer has had on their lives—and what they’re doing to make a difference.

Charles Weaver, MD, Founder and Executive Editor of *Women* magazine, says, “We know that women make the majority of healthcare decisions for themselves and their families, and we are thrilled to be able to share valuable information and inspiring stories from the pages of *Women* with viewers.” The Balancing Act and *Women* magazine, along with the many special guests will provide messages of hope, inspiration, education and information that will help viewers on their own personal journeys.

Part VIII of the “The Balancing Act Healthy Living Corner—Hear Us Roar” series (in partnership with *Women* magazine), “**Advances in the Treatment of Colon Cancer**” will air August 8, 2011 on Lifetime Television at 7:00am EST/PST (6:00-7AM CST) and will feature **Dr. Richard Goldberg, Distinguished Professor, Clinical Research, Hematology/Oncology, UNC, Chapel Hill**. In this episode Dr. Goldberg will focus on **personalized medicine** and how **genomics** may change the way colon cancer is treated.

**About The Balancing Act:** Produced by O2 Media, Inc—The Balancing Act airs on Lifetime Television at 7:00am (ET/PT) - and is America’s premier morning TV show that’s about women, for women, and trusted by women. Celebrating life and all there is to accomplish, The Balancing Act inspires and empowers with entertaining and educational segments, placing women in the best position to achieve success in every area of their lives. For more details about The Balancing Act, LLC please visit parent company O2 Media Inc. at [www.o2mediainc.com](http://www.o2mediainc.com). Follow The Balancing Act on <http://www.facebook.com/TheBalancingActFans>, <http://twitter.com/BalancingActTV>, and <http://www.youtube.com/thebalancingact>.

**About OMNI Health Media:** OMNI Health Media is a leading specialty publisher of women’s health and wellness, cancer-related information and websites, and health content specifically for consumers. Established in 1996, OMNI develops and distributes multi-media health education content and programming, with an emphasis on cancer and women’s health. OMNI has developed over 200 websites and supplies educational content and programming to over 1500 physicians for use on cancer center and clinic websites. OMNI’s award-winning content programs reach over 1 million seekers of cancer information in English, Japanese, and Spanish each month. For more information, go to [www.omnihealthmedia.com](http://www.omnihealthmedia.com).