



## **Liza Cooperman to lead Sweetspot.ca's Editorial Content**

*Company also welcomes a new associate editor and account manager*

**Toronto, February 1, 2010** – Liza Cooperman has taken on the exciting role of Editorial Director at sweetspot.ca. She will oversee content for sweetspot.ca's website and newsletters, which include SweetLife, SweetMama and SweetHome.

"I'm very excited to join the online world and be part of such a vibrant, creative team," says Cooperman. "I'm looking forward to growing what is already an established and well-loved brand."

She joins the team after 12 years of experience in print, where she helped launch properties such as *Hello! Canada* magazine and *The National Post*. At sweetspot.ca, she will implement new measures to increase readership and continue to share the "sweetest things" from coast to coast.

Sweetspot.ca is thrilled to welcome Cooperman – as well as two more new faces – to the team.

Bonnie Malott recently joined the company in the role of Associate Editor. She has blogged at glow.ca, and written for *ELLE Canada*, *Chatelaine*, *Oxygen*, where.ca, *WeddingBells* and *Lush*. Candice Kirkby has taken on the role of Account Manager. She brings years of experience on both agency and vendor side to sweetspot.ca's sales department.

Good things come in threes – and sweetspot.ca looks forward to another very sweet year in 2010.

### **About Sweetspot.ca:**

[Sweetspot.ca](#), a subsidiary of Rogers Publishing, is Canada's first online trend-spotting guide of its kind. The publication includes an e-newsletter and an original content website featuring the best in fashion, food, travel, décor, motherhood and more. The company ranked 20<sup>th</sup> in the *Profit Hot 50* list of Canada's Emerging Growth Companies in 2008.

Sweetspot.ca consists of four main sections offering specialized content. Visit [SweetLife](#) for fashion, beauty, food and fun; [SweetHome](#) for the best in design, décor and entertaining ideas; [SweetMama](#) for advice on how to raise kids fabulous; and [MySweetBaby](#) for the best tips to take you from maternity to motherhood.

### **For more information, please contact:**

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