



Collect clues, cherries & cash in Sweetspot.ca's Cherry-Pick a Prize

TORONTO – April 6, 2010 – This week marks the start of **Sweetspot.ca's Cherry-Pick a Prize**, a five-week campaign that invites users to collect cherries for their chance to win \$2,000 – or one of 10 more \$100 bills.

Every weekday, for five weeks, sweetspot.ca will reveal a daily clue at sweetspot.ca/cherrypick. With this clue, users can search for an article featuring a sweet cherry. When a user adds this article to their “sweet picks,” they receive a contest entry. If they collect all 25 cherries, they score 25 chances to win.

“We’ve created an interactive campaign that encourages users to explore our content, and recognize the value of saving articles with our special ‘My Sweet Picks’ application,” said Sari Little, Marketing Manager at sweetspot.ca.

“The grand-prize winner can then purchase their own sweet picks – whether they want to buy a designer bag, travel to Brazil or stock their wine fridge,” explained Little. “Plus, 10 more lucky winners will pick up a \$100 bill to sweeten their next big shopping trip.”

Sweetspot.ca's Cherry-Pick a Prize will be promoted through digital communication channels, including the Weather Network, the Canada.com Entertainment Network, Lainey Gossip and *FoodTV.ca*.

For your chance to pick up a bundle of bills, play daily at sweetspot.ca/cherrypick

About Sweetspot.ca:

Sweetspot.ca, a subsidiary of Rogers Publishing, is Canada's first online trend-spotting guide of its kind. The publication includes a newsletter and an original content website featuring the best in fashion, food, travel, décor, motherhood and more. The company ranked 20th 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.

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