

Sweetspot.ca and UNICEF Canada make every donation to Haiti that much sweeter

TORONTO, January 27, 2010 – Sweetspot.ca has partnered with UNICEF – the lead agency for water and sanitation, nutrition, child protection and education – to help Haiti through its recovery.

Starting today, donations to UNICEF Canada's Haiti relief fund will go even further, thanks to the sweet readers at sweetspot.ca. If a reader donates a dollar, sweetspot.ca will donate twice as much. Combined with the Canadian Federal Government's matching program, the impact of their contributions is automatically multiplied.

"What happened in Haiti is devastating, and we want to do what we can to help families and children in need," says Heather Clark, Director of Marketing at sweetspot.ca. "By partnering with UNICEF Canada, we know our contribution will go directly to helping children and their families through life-saving supplies and relief services."

"We are delighted to partner with sweetspot.ca to give Canadians the opportunity to help Haitian children and families who are suffering from the catastrophic earthquake," said Nigel Fisher, President and CEO of UNICEF Canada. "With the continued support of Canadians, we can provide life-saving support to Haitian children and work towards a better future."

This campaign will be communicated through e-mail newsletters and run-of-site ads, directing users to sweetspot.ca/helphaiti. Here they will find an information page answering questions about the partnership and where donations go. For example, if a reader donates \$50 to UNICEF Canada (which becomes \$150 through sweetspot.ca), UNICEF can provide a basic family water kit for eight households, with detergent, soap, wash basin, towels, bucket and water purification tablets. The government will also do its part to match Canadian donations.

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 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.

About UNICEF

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence,

exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF, please visit www.unicef.ca.

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