



Sweetspot.ca tests your style IQ in Sin vs. Sweet: The Game

TORONTO – June 7, 2010 – Sweetspot.ca is giving readers a chance to test their style IQ – and win stylish prizes – in [Sin vs. Sweet: The Game](#).

This six-week campaign includes a weekly quiz featuring five pairs of fashionable items. Players will guess which items are priced sinfully high or sweet 'n' low, and each correct answer will earn them a contest entry. After all six quizzes, straight-A style students will earn up to 30 chances to win.

“We wanted to play up our popular editorial column, Sin vs. Sweet, which compares similar products at different price points,” said Sari Little, Marketing Manager at [sweetspot.ca](#). “Readers can now guess how well they know their Joe Fresh from their Jean Paul Gaultier – when the pressure’s on.”

Prizes include a gorgeous Rudsak leather bag from Beyond the Rack, an Aluratek Libre eBook Reader Pro, Upper Canada Body products, Kimiko Cosmetics, a Stonefox necklace and Tkees Sandals.

Sin vs. Sweet: The Game will be promoted through digital communication channels, including Lainey Gossip, divine.ca, Flare, Chatelaine, Today’s Parent and LOU LOU Magazine.

To find out your style GPA, play weekly at [sweetspot.ca/SinvsSweet](#)

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, and was also named to the 2010 Progressive Employers of Canada List.

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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