



## Sweetspot.ca hires new Editorial Director

**Toronto, June 2, 2009** – Sweetspot.ca is thrilled to welcome Chantel Simmons as its new Editorial Director.

Chantel has joined the team to oversee editorial content for Sweetspot's websites and newsletters, including Sweetspot.ca, Sweethome.ca and Sweetmama.ca.

"Her experience and enthusiasm make her a perfect fit for our team," says Joanna Track, publisher and founder of Sweetspot.ca Inc. "We're very happy to have her on board, and look forward to working together to grow the Sweetspot brand."

Before stepping into her new role, Chantel worked as the publisher and editor-in-chief for Elevate magazine for five years. She has also been the assistant editor at TV Guide and the assistant beauty editor at ELLE Canada.

Chantel has penned for various publications, including FASHION, the Toronto Sun, HGTV.ca, Foodtv.ca and WNetwork.com. In addition, she's written two novels: *Stuck in Downward Dog* (2007) and *Love Struck* (February 2010).

"I am excited to join the online world, after spending the first eight years of my career in print," says Chantel. "I look forward to exploring cross-promotional opportunities with other sweet sites, and to promoting our content in new and innovative ways."

### About Sweetspot.ca:

**Sweetspot.ca** is Canada's first online trend-spotting guide of its kind. The publication includes a daily e-newsletter and an original content website featuring the latest in fashion, food, beauty, travel 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 hosts two more sweet properties: **Sweetmama.ca** (launched in 2006) is a website and newsletter targeting mothers and moms-to-be, while the recently launched **Sweethome.ca** provides the latest in Canadian design, decor and entertaining ideas.

### For more information, please contact:

Chantel Simmons  
Editorial Director  
416.922.7772 x403  
[chantel@sweetspot.ca](mailto:chantel@sweetspot.ca)