



## *Sweetspot.ca celebrates 5<sup>th</sup> birthday, paints the town “pink”*

**Toronto, June 5, 2009** – Sweetspot.ca hosted a very sweet party last night to celebrate five years as Canada’s premier online lifestyle guide for women.

Hundreds of guests enjoyed a magical evening under the stars, along the lake, at the Sunnyside Pavilion in Toronto. They were welcomed by Sweetspotters, handed a party passport, and then followed pirouetting ballerinas into a space filled with fabulous fun and festive fare – from a cotton candy machine to Sweetspot.ca’s signature candy bar.

The sweetest cherry on top was that the event raised thousands of dollars for the Canadian Women’s Foundation’s Women Moving Women campaign, where 2500 women give \$2500 to move 2500 women out of poverty. Ticket and raffle sales helped to support this groundbreaking movement in an effort to make even more women’s lives sweeter.

Party attendees were pampered and prepped at a Mary Kay Cosmetics Beauty Bar and a Schwarzkopf Professional Diva Lounge. They played mini put, cupcake guessing games and could pop bubbles at the Hubba Bubba bubble gum booth. Many of the guests won prizes, and all of them enjoyed a very playful (and very pink) party.

Sweetspot received the support of several businesses to help make this the sweetest celebration of the year, including: Bayview Village Shopping Centre, BeyondTheRack.com, Black Fly Coolers, Fiji Water, Hubba Bubba, Mary Kay Cosmetics, Naked Juice, Nestle Noir Mousse Delicate, Palm Inc., Peroni Italy, Schwarzkopf Professional, Fashion Crimes, Spectacular Spectacular, Sunnyside Pavilion and TicketTrunk.com.

### **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.

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