

Sweetspot.ca turns 5, supports sweet cherr-ity

Toronto, May 25, 2009 – Sweetspot.ca, Canada's online lifestyle guide for women, will celebrate its 5th birthday on June 4, 2009.

Founded by Joanna Track in June 2004, the brand began as an e-newsletter with one employee. Today, Sweetspot.ca Inc. employs 27 people and offers three distinct properties – sweetspot.ca, sweetmama.ca and sweethome.ca. – as well as the new sponsored site, mysweetbaby.ca. There are nearly 75,000 newsletter subscriptions, while every month the websites receive about 640,000 page views and 220,000 visits.

Sweetspot.ca will mark this milestone by hosting its 5th Birthday Bash on June 4, 2009, at Sunnyside Pavilion in Toronto. And in the company's ongoing effort to make life sweet, the celebration will raise money for the Canadian Women's Foundation.

Specifically, all proceeds will benefit the Canadian Women's Foundation's Women Moving Women campaign, a ground-breaking initiative where 2500 women donate \$2500 to move 2500 women out of poverty. Sweetspot is supporting this worthwhile cause by [requesting donations](#) and [selling tickets](#) to their 5th birthday party (all proceeds support CWF).

Guests will enjoy an evening under the stars, complete with festive fare, live entertainment (from pirouetting ballerinas to contorting animators), the chance to win fabulous prizes and much more – all in support of a very sweet cherr-ity.

Tickets are \$50 each, and available at www.tickettrunk.com/event/buy/141. The first 100 people to order theirs will receive a special gift pack comprised of a cherry charm bracelet from Foxy Originals, nail polish from OPI and the novel *Opportunity Rings* by Sheryl Steinberg (valued at \$52).

Sweetspot has received the support of several other 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, Spectacular Spectacular, Sunnyside Pavilion and TicketTrunk.com.

This year, Sweetspot.ca has one sweet birthday wish: "Help us help women in need."

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 20th 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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