



## Sweetspot.ca keeps the spirit of giving alive with 10 Days of Giveaways

**Toronto, January 19, 2009** – Sweetspot.ca is sweetening the January slump with an invigorating, just launched campaign called [10 Days of Giveaways](#). Every day, for 10 days, users can enter to win a delightful (surprise) prize.

Each gift will only be revealed on the given day, and users must visit a daily calendar to see which new prize awaits. It's organized like December's Advent calendar, but this time around, the treats will be more coveted than chocolate.

"We've partnered with top retailers to offer valuable gifts that our readers will love," says Heather Clark, Director of Marketing. "Banana Republic, Benefit Cosmetics, President's Choice and Sunlight Green Clean are all on board – but we'll keep the actual prizes a sweet surprise."

10 Days of Giveaways follows hot on the heels of another fun-filled campaign, [Calling All Brides](#). One lucky bride-to-be will win her dream (custom-made) wedding dress from The Sewing Studio, as well as an indulgent trip for two to Toronto, which includes deluxe accommodations at the Delta Chelsea, a decadent dinner and plenty of spending money.

December may be a hard month to follow, but sweetspot.ca has found way to make January so merry and bright.

Feeling lucky? Enter to win [today's](#) sweet prize.

### 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, decor, motherhood 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 consists of four main sections offering specialized content. Visit **SweetLife** for fashion, beauty, food and fun; **SweetHome** for the best in design, decor 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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