



## Sweetspot.ca gives Ottawa a taste of the sweet life

*Online publisher increases distribution, hires new city editor and spreads the sweet word*

**Toronto – Monday, March 15, 2010** – [Sweetspot.ca](http://Sweetspot.ca) continues to grow and extend its reach by targeting a fifth city in Canada. As of April 15, the online publisher will offer specialized content for Ottawa readers through a weekly newsletter and daily online content.

Anyone who lives in Ottawa – or loves a weekend getaway – can look forward to hearing about the capital city's latest secrets and sweetest things. While sweetspot.ca has always offered national content for its readers, Ottawa will be the fifth Canadian city receiving specialized content (joining Toronto, Montreal, Vancouver and Calgary).

Sweetspot.ca has hired Jennifer Hughes as Ottawa's City Editor, and she will lead the search for the city's hidden gems and latest hotspots. She brings with her six years of experience at *Canadian House & Home*, and has freelanced for many national publications including *Gardening Life* and *Canadian Home & Country*.

"We're thrilled to add Jennifer to our sweet – and growing! – team," says Liza Cooperman, Editorial Director at sweetspot.ca. "We can't wait to share all of the places and things that add to Ottawa's unique charm."

The new weekly newsletter, delivered every Thursday, will feature a What's Happening column (can't-miss events in art, culture, fashion and food), sweetspot.ca's Top 5 list (from the best bowls of soup to the best places for a pedicure), one sweet find (noteworthy restaurants, shops and services) and a blog by Jennifer Hughes (filled with her own sweet picks and stories).

Readers can register for the Ottawa newsletter now at [sweetspot.ca/sign\\_up](http://sweetspot.ca/sign_up)

### 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, décor, 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, 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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