



Lori Joyce (l) and Heather White love their sweet treats

'Cupcake Girls' head south

By Diana Cowan

2010-09-29

Canadian dessert show begins airing in U.S.

Congratulations go out to Lori Joyce and Heather White, otherwise known as *The Cupcake Girls*, whose W Network series has been picked up for a second season. The lifestyle documentary, which follows the two best friends and entrepreneurs as they try to run a bakery, has been nominated for three Gemini Awards to date.

Additionally, Season 1 has been picked up in the U.S. by WEtv, which began airing the homegrown production in August.

"We are thrilled that the series has resonated with viewers in both Canada and the United States," says John Ritchie, executive producer, Force Four Entertainment. "W Network is a great broadcast partner to work with."

According to a press release, production on Season 2 will begin Oct. 5, with new episodes bowing on W Network in April 2011. While the first 13 instalments featured Lori trying to get pregnant, Heather working through an intense gym regime and

the girls securing new store locations, the upcoming season will focus more on how their personal lives (a new baby and a new relationship) are wreaking havoc on their business.

Expect a few fresh faces in the sophomore season as well, including a new pastry chef, a "Gordon Ramsay-wannabe" who creates a man-friendly cupcake line, and a designer who takes charge in refreshing the brand.

Lori and Heather, who grew up in Victoria, have been friends since they were 15 years old. Today, they own six Cupcakes bakeries in B.C., and have plans to open more across Canada.

Thoughts? diana@tvguide.ca or comment below.

Check out **Diana's DVDs** every Tuesday or follow **Diana on Twitter**.