

24 Hours – Edmonton Edition  
Cupcake queens get up close and personal  
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TELEVISION

Cupcake queens get up close and personal

**KATE SCHMALT, 24 HOURS**—On the surface, *The Cupcake Girls* appears to be just another behind-the-scenes television series about two friends running their Vancouver bakery. Add in a dash of its whimsy, a belle with a fiancé and a girl who used to be a boy and you have a show that's about more than sugary treats.

"There's a personal struggle in every episode," Heather White says during a phone interview with 24 hours. While admitting in the first episode of the show that she has recovered alcoholism and her choice to include it in the show raised eyebrows from friends and family.

"They said, 'You brought that upon television!'" she said with a bit of a laugh. Her business partner and best friend, Lori Joyce, is facing her own problem. She's having trouble getting pregnant. She says during the 12 episodes, viewers will watch her step-by-step process through in vitro fertilization.

While she was hesitant to talk about it on the show, Joyce says the producers convinced her to let them film it.

"There's a reason why this has happened," she says, adding she hopes her experiences will help other women going through the same thing. In the first episode, Joyce is brought to tears as she talks about her fertility issue. "I want to be a mom. I want to have a family. And that's more important to me than dominating the world of cupcakes," she tells the camera, wondering if her career was the reason she can't get pregnant.

Joyce said the fact that the show has on W Network was another reason she was willing to reveal this very personal issue. "W Network is all about inspiring women," she says. "We really revealed ourselves."

Along with introducing the two friends, viewers are introduced to White's parents, who work for the two women, and a transatlantic transgender employee named Cadence.

Cadence is a fun-loving girl with bright blue eyes and blonde hair who is confident in who she is, despite the speculation she often gets from customers. In the first episode, a little boy starting at her makes her feel awkward.



Lori Joyce, left, and Heather White are best friends who went into the cupcake business together. Their new show *Tuesday* on W Network follows them as they face both business and personal struggles.

"He said something about me looking like a man," she says. "Which is, like, totally going to happen, but I'm, like, 'No, I know I'm trying to work on it.'" She says she's had other similar experiences, but she's used to the staring now.

"You've got to be real tough to go through a lot of things that I go through, but a girl's got to do what a girl's got to do." Cadence is often getting in trouble, mostly for not wearing her hairnet. "I have really nice hair that

means," Cadence says in the first episode, pointing to the patch that she puts on. "That's not it!" Joyce says in one episode, Cadence is hired to clean the tables in the bakery as punishment. "She does it and it's very

funny," Joyce says, adding Cadence wants to become "the Paris Hilton of transgendered people. That's her goal!" The two women, who grew up in Victoria, B.C., admit they had no business plan for Cupcakes, their growing franchise in Vancouver when they started it in 2008 and they also admit the how to bake when they opened their first shop. The idea struck them while they were living in New York City and were outside trying grabbing dessert.

"There was something whimsical and different about buying a cupcake," White said. They were asked to do the show after filming an episode of *The Shopping Spree*, which they say received a "tremendous response."

Despite feeling overwhelmed at times by having cameras follow their every move, the women appear to be good friends, claiming they've discussed. They say they want to see how the show impacts their business, but if failed to do a second season. "We would absolutely do it again," Joyce says. The *Cupcake Girls* premiere with two episodes this Monday on W Network.

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