

24 Hours – Toronto Edition
Cupcake queens get up close and personal
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>Arts & Entertainment

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TELEVISION

Cupcake queens make it personal

SAV SCHEISS, as a co-ED — 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 in vitro, a babe with a hot bod 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.

White admits in the first episode of the show that she is recovering alcoholism and her choice to include it in the show raised eyebrows from friends and family.

"They said, 'You brought that upon yourself,'" she said with a bit of laugh.

Her business partner and best friend, Lori Joyce, is facing her own problems. She's having trouble getting pregnant, she says during the 15 episodes, whereas with French her cop-by-approximate dealing with fertility issues.

While she was best man to

talk about 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 experience will help other women going through the same thing.

In the first episode, Joyce is brought to tears as she talks about her fertility issues.

"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 cause is the reason she can't get pregnant.

Joyce said the fact that the show is 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 need more of ourselves."

Along with revealing the two friends' stories are interviews with White's parents who work for the two women, and a trans-acting trans-gendered employee named Cadence.

Cadence is a fun-loving girl with bright blue eyes and bright



Lori Joyce, left, and Heather White are best friends who were in the cupcake business together, their show premieres Sunday on **W Network**.

hair who is confident in her abilities despite the questioning looks she often gets from customers.

In the first episode, a little boy staring at her makes her feel awkward.

"He said something about me looking like a man," she says. "Which is like, really going to happen, but it's like, oh, I know. I'm trying to work on it."

Cadence is also getting in

trouble, mainly from wanting her hair cut.

"I have really nice hair for a reason," Cadence says in the first episode, pointing to the pink hair she puts on. "This is not it."

Joyce says in one episode, Cadence is forced to clean the tables in the bakery as punishment. "She doesn't and it's very funny," Joyce says, adding Cadence wants to become "the Paris Hilton of transgendered people. That's her quote."

The two women, who grew up in Victoria, B.C., admit they had no business plan for Cupcious, their growing franchise in Vancouver, when they started it in 2001 and they also had no idea how to bake when they opened their first shop. The idea struck them while they were living in New York City and were out on the job grabbing beer.

"There was something weird and different about buying a cupcake," White said.

The Cupcake Girls premieres with two episodes this Sunday April 4 on W Network.