



For Immediate Release
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Force Four Entertainment's "The Cupcake Girls" Wins Gemini Award

Vancouver, BC – Force Four Entertainment has sealed the icing on the cake, taking top honours in the "Best Reality Series" category, for *The Cupcake Girls*, at the Gemini Awards on Saturday November 13. The series has been renewed for a second season on W Network in Canada and WEtv in the US, and airs in 62 countries around the globe.

"We couldn't be more thrilled about this win," John Ritchie, Executive Producer at Force Four Entertainment. "We have an amazing production team telling Lori and Heather's entertaining story."

In 2009, Force Four approached Heather White and Lori Joyce, co-founders and creators of Cupcakes, a stylish Vancouver-based retail bakery, to film a new documentary series about their delectable yet demanding behind-the-scenes lives at Cupcakes. W Network commissioned the series, which is now resonating with audiences from North America to Europe, South America and the Caribbean to Central Asia.

The second series of *The Cupcake Girls* is slated to air on W Network in April 2011.

About Force Four Entertainment:

Force Four Entertainment is based in Vancouver, BC, began operations in 1983, and has grown into one of Canada's most successful and respected television production companies. Force Four has produced more than 300 hours of primetime broadcast programming, earning accolades on the national and international stage.

The company's highly successful television programs include lifestyle, documentary and scripted programming that is sold and aired around the world. Force Four has been awarded the prestigious Peabody Award, 10 Gemini Awards and over 25 Gemini nominations, and is owned by President Rob Bromley, Executive Producer John Ritchie and Director of Business Affairs Gillian Lowrey. Upcoming series include eight episodes of *Murder She Solved: True Crime*, airing in September on Viva, and *Village on a Diet*, a ten episode series airing on CBC in January, 2011. *The Cupcake Girls* is the company's fourth television series produced for W Network. www.forcefour.com