



## THE GLOBE AND MAIL

### **The path to fame: It's Bristol Palin, just being herself**

John Doyle  
May 11

Also airing tonight  
The Cupcake Girls (W, 9 p.m.) is one of those reality shows that is not what it seems. The owners of a small cupcake empire in Vancouver, Lori Joyce and Heather White, don't cook and it's not about the cupcakes. It's about the business. It's about branding and marketing. For all the low-level soap-opera antics that occur at regular intervals, the show is selling viewers and the marketplace on the idea that this company is successful and ready to expand. In Wednesday night's episodes - there's another one at 9:30 p.m. - the business ladies are in Toronto finding locations for the first of their out-of-B.C. Cupcakes stores. Invest now!