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## Targeted Women's Site Launches with Canadian Content, Online Videos

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SheKnows Canada launches today, with exclusive online content created by Canadian based writers and videos.

[SheKnows.ca](#) debuts with over 1,000 articles all created and produced locally by Canadian writers. While the lifestyle content is similar to the U.S. platform, site producers say it will cater directly to the Canadian female audience—and create a new platform for Canadian marketers.

SheKnows Canada is the first in a series of three international SK sites to launch, which will also include SheKnows Australia and SheKnows United Kingdom.

The various channels include entertainment (Canadian celebrities, Canadian shows/American shows, movies, music, etc.), beauty and love (love and sex, fashion and style, skin and makeup, hairstyles and hair care), home and living (home décor and style, travel, pets, remodelling & home improvement, holidays and seasons), parenting (family fun, super moms guide, pregnancy and baby, kids), food (healthy recipes, quick and easy recipes, entertaining) and health and wellness (diet and fitness). This is the first in a series of three international sites to launch which will also include SheKnows Australia and SheKnows United Kingdom.

"The Launch of SheKnows Canada is an important stepping stone in the global expansion of the brand," described Walder Amaya, SVP of Canadian and International Operations for Evolve Media Corp. "By developing and fostering all local Canadian content and video strategy allows us to connect with Canadian women in an even deeper and more meaningful manner, while also allowing marketers to further engage with the SheKnows community and brand. The Canadian-specific strategy will allow for purely Canadian tailored advertising opportunities and custom programs."

The company is based in Los Angeles with offices in New York, Scottsdale and Chicago. SheKnows is part of [AtomicOnline](#), the publishing unit of Evolve Media Corp.