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Philadelphia Business Journal - September 2, 2009

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# PHILADELPHIA BUSINESS JOURNAL

## Blog: Media & Marketing

Peter Van Allen



Thursday, September 3, 2009, 5:11am EDT

### TheCityTraveler.com takes off

by Peter Van Allen Staff Writer

Three Philadelphians with varied backgrounds have joined forces to start an online travel magazine.

[TheCityTraveler.com](#) promises "a compelling mix of destination features, spotlight pieces on hotels, restaurants, museums and the outdoors, and breaking news about the latest developments in cities big and small."

TheCityTraveler was created by Robert DiGiacomo, a longtime newspaper-and-magazine writer; JoAnn Greco, a travel writer who ran a dessert-only cafe in South Philadelphia; and Cathleen McCarthy, who writes about design, collecting and travel.

"With TheCityTraveler, we hope to inspire readers to see familiar cities in new ways and to get first-hand information about less-traveled destinations," said Greco.

This week, the site featured a "dawn to dusk" photo essay on Venice, Italy, a Mexico City getaway and Kyoto, Japan.

DiGiacomo said site is "a true passion" for its founders.

"We've yet to meet a city where we didn't find something to like, whether it was a restaurant with authentic local cuisine, an offbeat museum or a lively café filled with locals, and we look forward to passing along those kinds of insider tips," said DiGiacomo, whose work has appeared in Fodor's publications, USA Today, the Washington Post, CNN.com, The Boston Globe, Wine Spirits Quarterly and Yahoo.com.

#### HGTV looking to Philly

A producer is looking for first-time home sellers to feature on "My First Sale," a new show on the HGTV network.

The network focuses on decorating, home decorating and real estate.

But in this case, Cindy Baggish, who is handling casting for Denver-based High Noon Entertainment, said the production company is simply looking for "fun, high-energy" home sellers to be featured. They must be "motivated, financially candid people."

HGTV hopes to capture all the "trials and tribulations, stress and success of prepping for sale, pricing, negotiating" and — it hopes — selling of the home.

"We love Philadelphia," said Baggish.

Taping will start this fall and continue through spring.

If you think you should be profiled, contact Cindy Baggish at [CBaggish@highnoonentertainment.com](mailto:CBaggish@highnoonentertainment.com) or 303-712-3093.

People: [Cathleen McCarthy](#), [Robert DiGiacomo](#), [JoAnn Greco](#), [Cindy Baggish](#)

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