



Cheryl ●●● HICKEY

Media Personality



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CHERYL HICKEY

Media Personality

Poised, professional, and endlessly relatable, Cheryl Hickey has spent over two decades lighting up television screens with her signature blend of warmth, curiosity, and class. Best known as the beloved former co-host of *ET Canada*, where she became a household name, Cheryl welcomed over half a million viewers each night during the show's remarkable eighteen-year run. With two Canadian Screen Awards for Best Host to her name, Cheryl isn't just a familiar face—she's a trusted voice.

Cheryl's career began behind the scenes in radio, and later as a daring helicopter reporter for Global. Her early work covering courts and crime sharpened her storytelling instincts and set the stage for her next chapter—bringing the world of entertainment into the homes and hearts of Canadians. During her time at *ET Canada*, Cheryl became the only female host to anchor eighteen consecutive seasons of a national entertainment program in Canada. From red carpets at the Oscars and Cannes to heartfelt conversations with icons like Oprah Winfrey and Brad Pitt, Cheryl connects deeply with both celebrities and audiences alike.

Whether she's hosting live on stage, moderating panels, or delivering inspiring keynotes, Cheryl brings her signature authenticity and grace to everything she does. She also brought that heart to HGTV Canada's *Family Home Overhaul*, proving she's just as compelling getting her hands dirty as she is in haute couture.

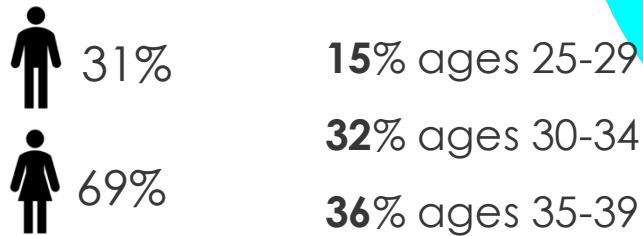
Well known on social media for sharing popular wellness tips, tricks, and hacks, Cheryl uses her #WellnessWednesday content to keep her audience informed in an approachable, often humorous way. Over the past few years, Cheryl has worked with top medical companies and health brands to educate and motivate her audience, blending wellness seamlessly with her fashion and lifestyle content. As part of the "sandwich generation", Cheryl is also keenly aware of the trials and tribulations of caring for both children and parents at the same time.

Residing in Toronto, Cheryl is a proud wife, mother of two, and dog mom, providing her with a relatable perspective.

Social Media

Over 199K+ Followers across
Instagram, Facebook, and TikTok

Audience Demographics



Top Countries: Canada (94%)

Top Cities: Toronto, Vancouver, Montreal

Cheryl's community are generally interested in
wellness, family, fashion, beauty, and entertainment.





@CherylHickey
Over 118K+ Followers on *Instagram*

Instagram Stats:

21K+ Average Reach
900+ Average Engagements
4.3% Engagement Rate

@CherylHickey

Over 83.6K+ Followers on **TikTok**

TikTok Stats:

8.5K+ Average Reach

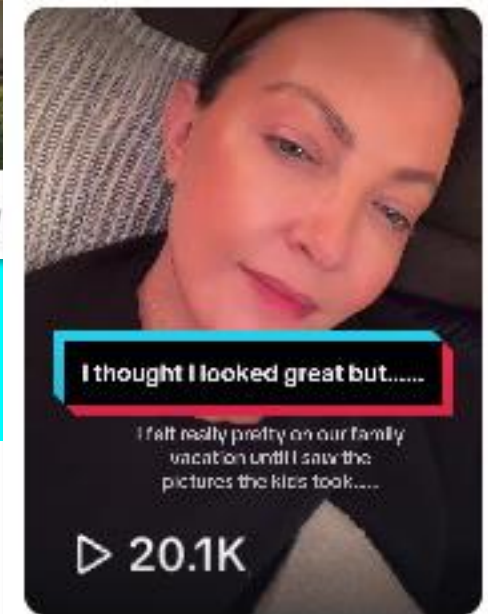
156+ Average Engagements

3% Engagement Rate

Over 1 Million Likes



Things I saw





cherylhickey



Cheryl hosts weekly Instagram Lives on her channel exploring a wide range of topics related to health and wellness on what she calls #WellnessWednesday.

Previous topics have included beauty, stress management, self-care, immunity, kid's health, women's health, and more.

Brands have the opportunity to sponsor these Lives and have their product or preferred topic integrated.



Previously host of *ET Canada*, Cheryl has interviewed stars and luminaries ranging from Brad Pitt to Oprah Winfrey, and reported from the red carpet at the Oscars, the Golden Globes, the Grammy's, and more.



Cheryl was the host of HGTV Canada's *Family Home Overhaul*, a heartwarming series where families nominated by their community would have their home transformed by top designers and contractors. Additionally, *Family Home Overhaul* is now airing in South America.



Having been on the airwaves for more than two decades, Cheryl is a broadcast media veteran, making her a natural and experienced host for brand events.





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CANADA



Media and Publicity 

Cheryl is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and influencer content
- Event hosting
- Guest appearances
- and more

Past partners:

JOHN FRIEDA®

LONDON PARIS NEW YORK



SHOPPERS
DRUG MART



Allergan
Aesthetics

L'ORÉAL

CLARINS
PARIS



Partnership Opportunities ●





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