



Cheryl ● ● ● HICKEY

Award-Winning Television Personality



TheSpotlightAgency.com



CHERYL HICKEY

Award-Winning Television Personality

Cheryl Hickey is best known for her time hosting the popular national entertainment news program, *ET Canada*. Throughout the show's incredible 18 season run, Cheryl greeted over half a million loyal viewers each night as she relayed in-depth profiles, breaking news coverage, and behind-the-scenes exclusives across the country. During her time at *ET Canada*, Cheryl won Best Host two consecutive years at the Canadian Screen Awards, and was named one of *HELLO! Canada's* "50 Most Beautiful People". Cheryl's fans have been buzzing about her newest venture: joining fellow media personality, Tracy Moore, for an exciting hour-long segment of *Breakfast Television*. A dedicated mother of two, Cheryl brings her trademark glamour, professionalism, and friendly personality to everything she does.

A broadcast media veteran, Cheryl has been on the airwaves for more than two decades. She joined *ET Canada* in 2005, where she has interviewed stars and luminaries ranging from Brad Pitt to Oprah Winfrey. She's also reported from the red carpets at the Oscars, the Golden Globes, the Juno's, the Grammy's, Festival de Cannes, and many more. Prior to this, Cheryl worked at Global as a videographer and news "chopper" reporter before landing the entertainment beat.

In addition, Cheryl was the host of HGTV Canada's *Family Home Overhaul*, a heartwarming series that saw a family nominated by their community have their home renovated and transformed by a roster of top designers and contractors.

Cheryl is very passionate about her family and is a dedicated volunteer for a wide range of causes, many related to children and health. She also hosts weekly #WednesdayWellness Instagram Lives exploring topics such as beauty, mental health, self-care, and more.

Social Media

Over 197K+ Followers across
Instagram, Facebook, and TikTok

Audience Demographics



31%

15% ages 25-29



69%

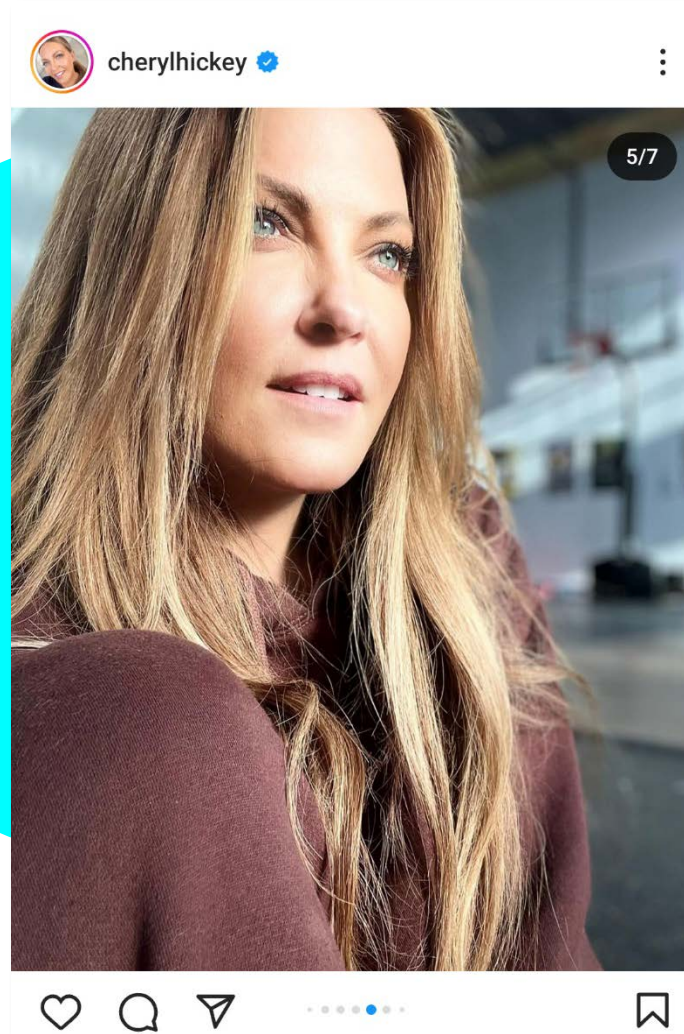
32% ages 30-34

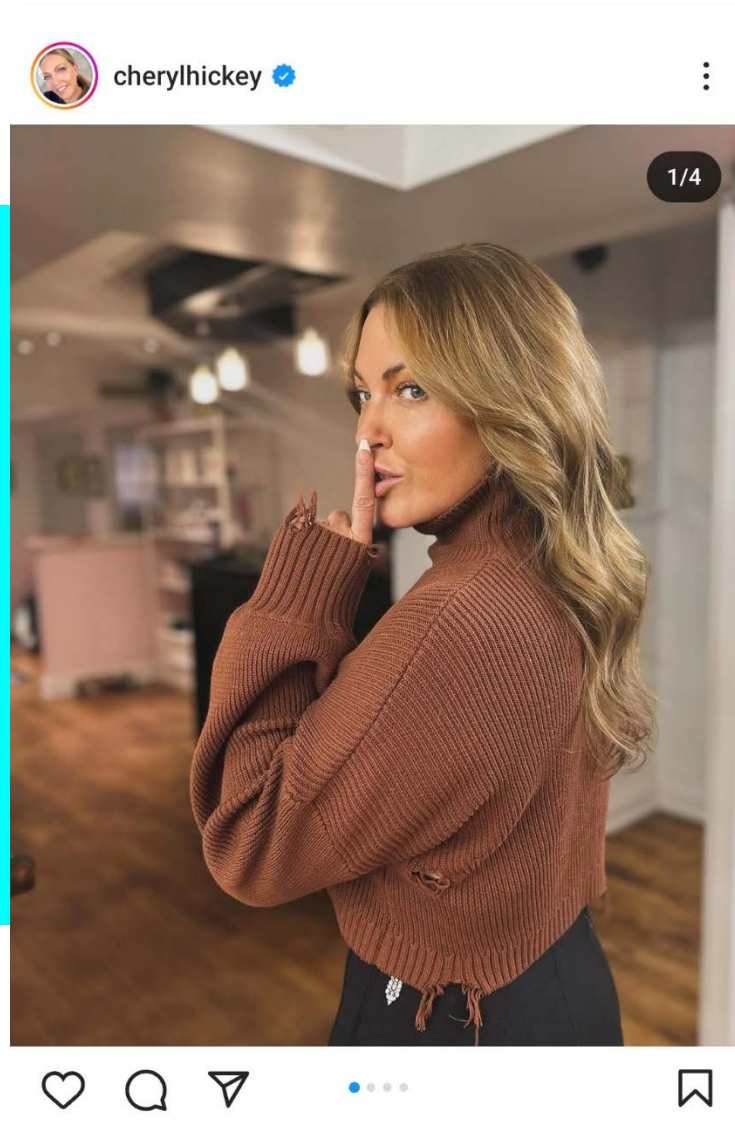
36% ages 35-39

Top Countries: Canada (74%), USA (20%)

Top Cities: Toronto, Vancouver, Montreal

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





@CherylHickey

Over 108K+ Followers on *Instagram*

Instagram Stats:

21K+ Average Reach

900+ Average Engagements

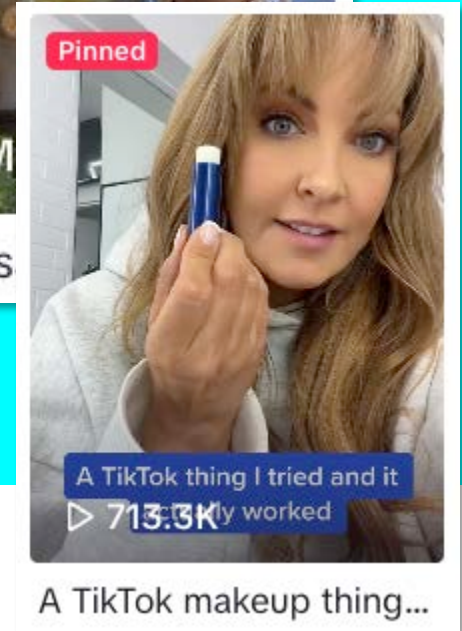
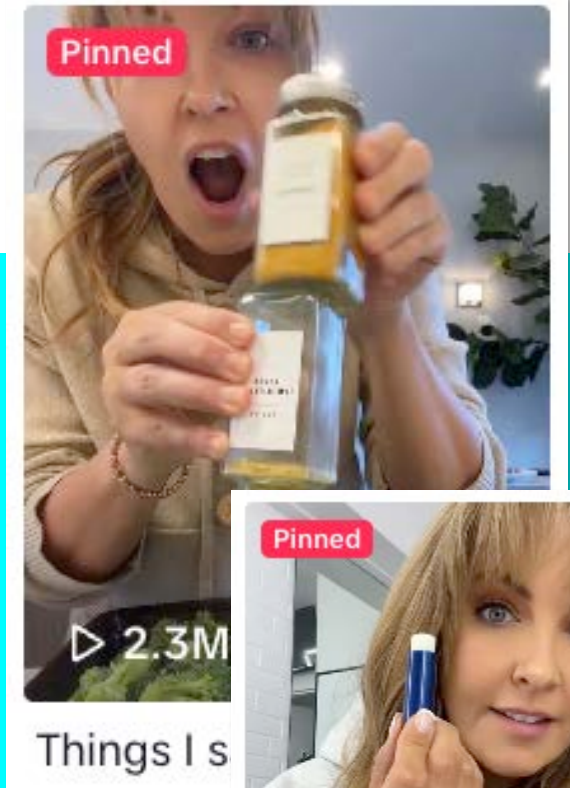
4.3% Engagement Rate

@CherylHickey

Over 82.5K+ Followers on *TikTok*

TikTok Stats:

8.5K+ Average Reach
156+ Average Engagements
3% Engagement Rate
Over 1 Million Likes





cherylhickey



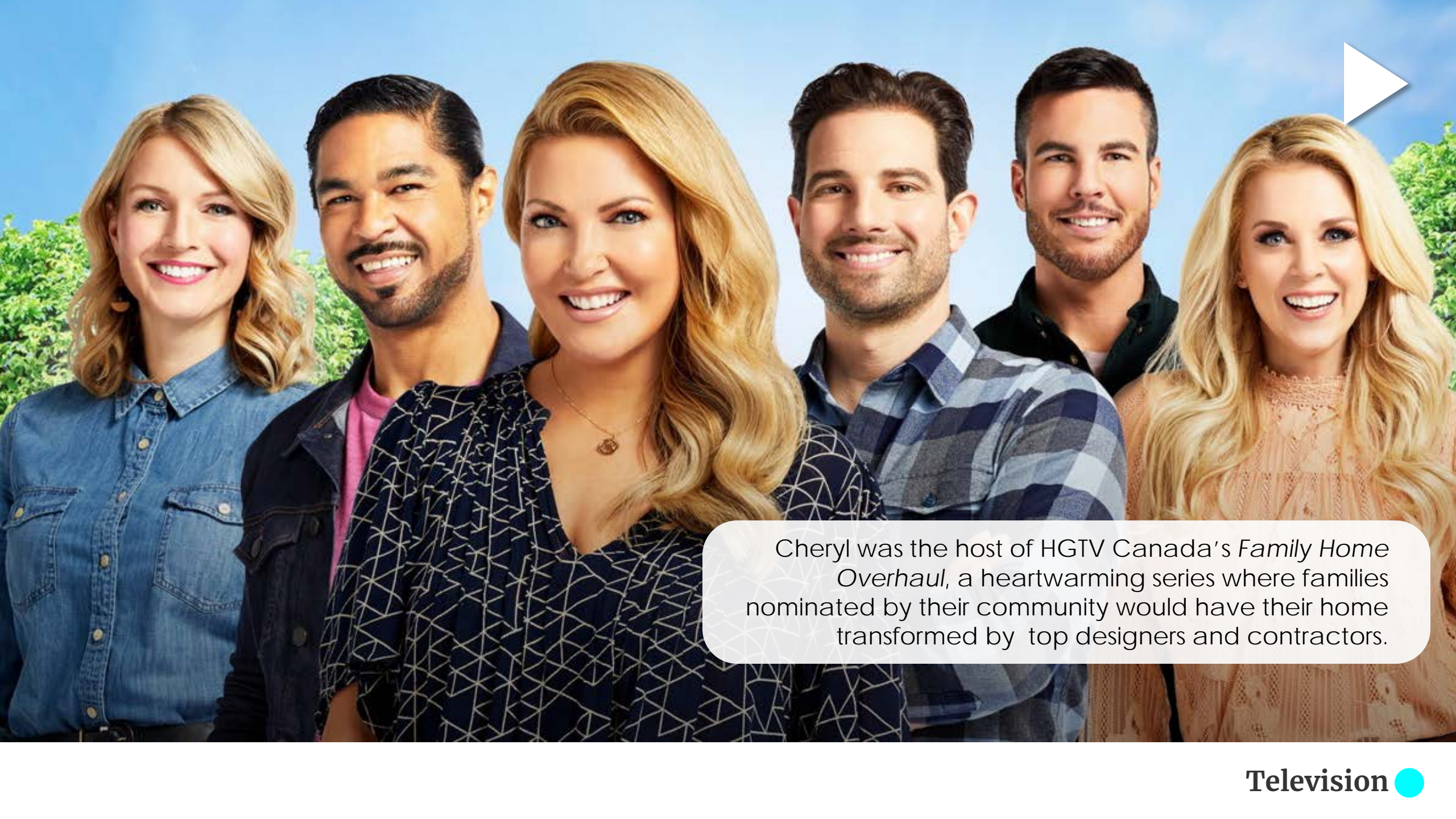
Cheryl hosts weekly Instagram Lives on her channel exploring a wide range of topics related to health and wellness on what she calls #WellnessWednesday.

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.



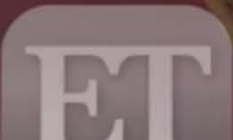
Previously host of *ET Canada*, Cheryl has interviewed stars and luminaries ranging from Brad Pitt to Oprah Winfrey, and reported from the red carpet at the Oscars, the Golden Globes, the Grammy's, and more.



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.



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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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



L'ORÉAL



Partnership Opportunities ●





For more information, please contact:

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