Tracy Moore

Television Personality

The Spotlight Agency

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TRACY MOORE

Citytv Daytime Host

For more than a decade, Tracy Moore spearheaded *Cityline*, one of Canada's most influential lifestyle programs. As the host of the show, Tracy shared the best style trends, cooked up delicious recipes, and sized up the latest fashions for her expansive North American audience. Celebrated for her kindness and down to earth attitude, Tracy's personability and professionalism is evident in everything she does.

Tracy's career highlights include being featured on *HELLO! Magazine's* "Most Beautiful" list; carrying the torch for the Pan Am Games; throwing the first pitch at a Toronto Blue Jays game; and even hosting the Grammy's red carpet show. She also designed her own fashion line, Tracy Moore by Freda's.

Tracy has been nominated as "Best Host" by both the Canadian Screen Awards and the Gemini Awards. In 2023, she received the Canadian Academy of Cinema and Television Changemaker award for her work in calling out systemic racism and promoting values of equity and inclusion. She co-produced and co-hosted CityTV's RTNDA award-winning race special: Ending Racism: What Will it Take? and spearheads regular conversations to raise awareness and inclusivity of those who live at the intersectional margins. Tracy is especially proud of the work she does with Toronto charity Trust 15 and the Children's Aid Foundation of Canada.

A positive role model when it comes to health and fitness, Tracy is passionate about body positivity and self love. She lives in Toronto with her husband Lio, her two children, Sidney and Eva, and their dog Ozzie.

@THETRACYMOORE

*Over **164K+** Followers on Instagram*

Audience Demographics

19%

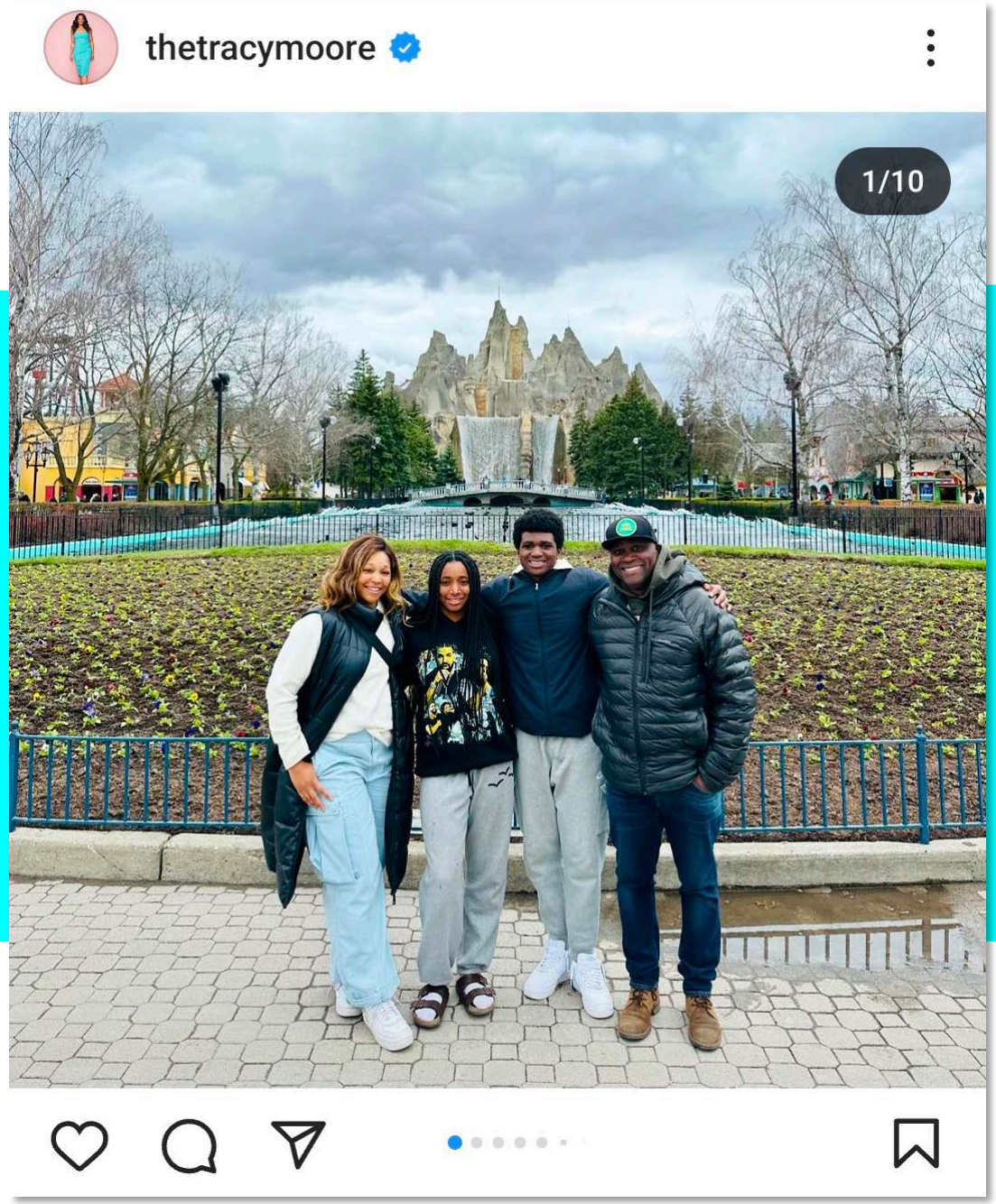
81%

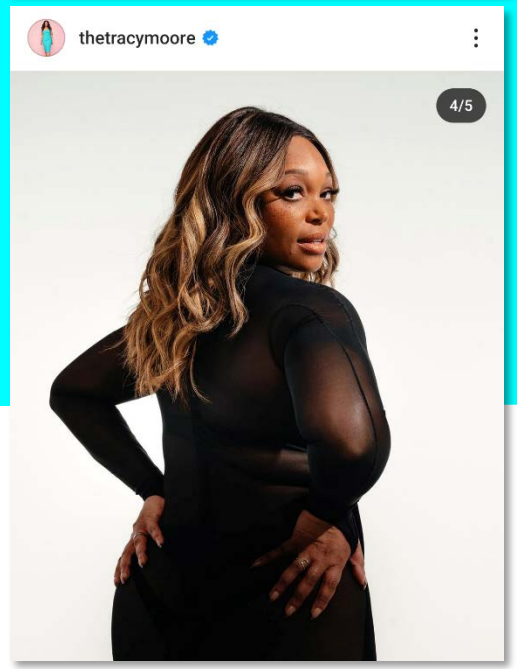
29% ages 30-34

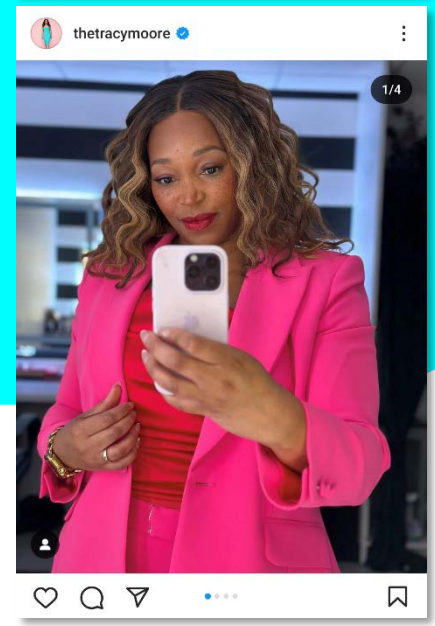
32% ages 35-39

13% ages 40-49

Top Cities: Toronto, Vancouver, Montreal







Social Media

Cityline

Hosted by Tracy Moore since 2008, *Cityline* was Canada's longest-running daytime talk show. The theme of the show changed daily, ranging from food and entertaining to home decor and personal health, and featured expert and celebrity guests.

WATCH: A Morning with Tracy Moore

WATCH: 5 Viral Beauty Products that are Worth the Hype

Tracy Moore joined *Breakfast Television* in 2005, where she worked as a news anchor for three years before joining *Cityline*. Today, she's a frequent guest host on the show.

WATCH: Tracy and Dina take a trip down memory lane

WATCH: Tracy Moore and MPP Jill Andrew talk racism and body shaming

4 **She's able to roll with things and adapt.**
Coming from a news reporting background, switching gears to hosting lifestyle television brought with it an unanticipated change for Tracy from a personal development standpoint. "When you work in the lifestyle sphere, people are interested in you; they're not just interested in the story. I had to start taking responsibility over everything I was giving out to people and being comfortable with that. People now wanted to know about me, my husband and kids, how we live life, and our likes and dislikes. That takes being unselfconscious about it, and you have to be okay with that." It comes down to the viewers respecting you, and Tracy says she does not take them for granted, so what they will get from her is positivity and authenticity. "I don't have any other gears; you're getting who I am."

5 **She has a great sense of style.**
Ladies, if you are obsessed with her clothing line Tracy Moore Design by Freda's, you have Tracy's husband, Lio, to thank. He was the one who initially nudged her to develop a line. "My husband, my cheerleader/momager," she laughs. "He said, 'You're on this platform, wearing someone else's clothing every day.' And no matter what we talk about on the show, it can be deeply moving, but people still want to know where my top is from," she says. About four years ago, she started talking with Freda's and eventually they partnered on Tracy Moore Design by Freda's, which is sold on Today's Shopping Choice. Tracy describes it as a collection for the active woman, with pieces that cover all areas of her life, from dates with girlfriends or her husband or partner, picking up the kids from basketball to being a working woman. Three pieces that are always staples in Tracy's closet: pencil skirts, high-waisted pants, and jumpsuits.

6 **She lives in the moment.**
One motto she lives by and that she's taken to heart thanks to her mom is: "This too shall pass." But Tracy sees it not just as a way to get through tough times. "Sometimes life is perfect and it's as good as it's ever going to get, but it will pass. So you have to be in the moment and love that moment of goodness because it's not going to be here forever."

BT CTV

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CHATELAINE

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TORONTO SUN THE KIT

Publicity and Media

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

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Fireside chats
- Event hosting
- Guest appearances
- and more

Past partners:

HYUNDAI

P&G

Dove

Loblaws

NIVEA

Shea Moisture
A Better Way to Beautiful since 1912

bumble

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