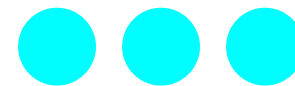




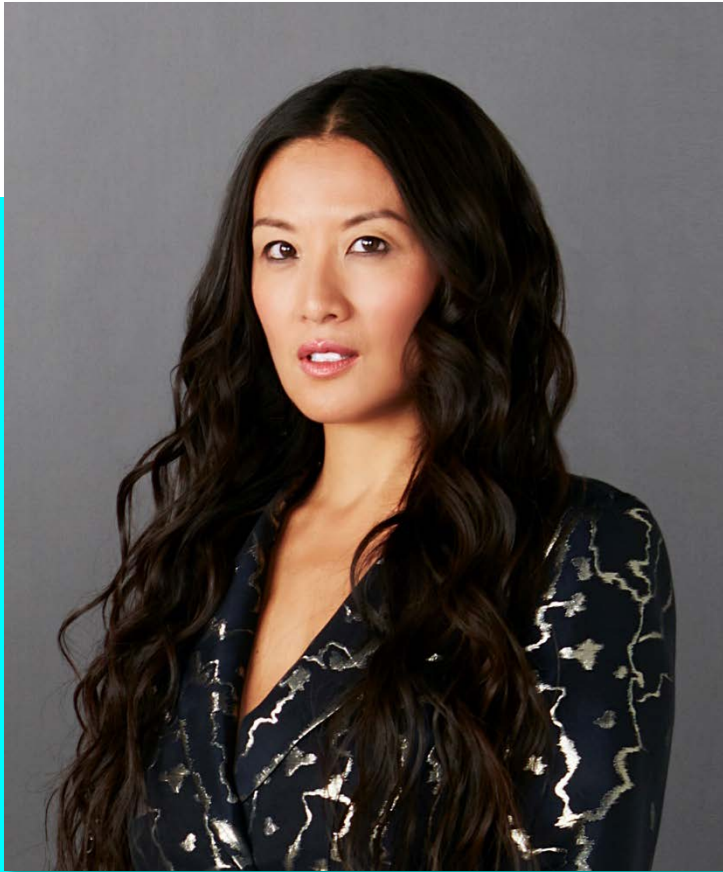
# Lainey LUI



*eTalk | Founder, LaineyGossip*



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# Lainey LUI

eTalk | Founder, LaineyGossip

Elaine “Lainey” Lui is a fixture in Canadian media. A senior correspondent on *Etalk*, and a former co-host on *The Social*, Lainey is known for the wide-range of topics she covers on-air – from the latest in Hollywood gossip and red carpets, to the pressing, current ideas of the day – and is always looking to get to the heart of every issue. Sharp, savvy, relatable, and approachable, Lainey is a natural choice for brand partnerships, event appearances, on-stage hosting, and more.

A bestselling author, Lainey’s celebrated mother-daughter memoir, *Listen to the Squawking Chicken: When Mother Knows Best, What’s a Daughter To Do? A Memoir (Sort Of)*, lays bare Lainey’s personal relationship with her mother, who she is also a caregiver to.

In 2003, Lainey founded LaineyGossip.com, a popular celebrity and pop culture news source. Due to the site’s incredible growth, she has since launched “The Squawk”, an extension of the site that serves as a community hub for her fans. Lainey is also often called upon as a culture and gossip expert, and her TEDx talk *The Sociology of Gossip*, has amassed almost half a million views.

Honoured as one of the “Top 100 Most Powerful Women” by WXN Canada, Lainey’s other awards and accolades include being named one of *Hello! Canada’s* and *Toronto Life’s* best dressed individuals. She has also won a Canadian Screen Award for Best Digital Host for *Etalk’s* Oscars 2019 Red Carpet Livestream.

Lainey resides in Toronto with her husband and dogs.

# @LaineyGossip

208K+ Followers on Instagram and X

## Audience Demographics



10.1%

14.0% ages 25-34

37.9% ages 35-44



89.8%

25.4% ages 45-54

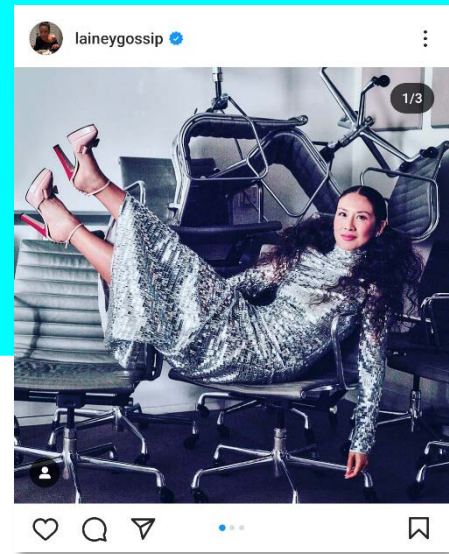
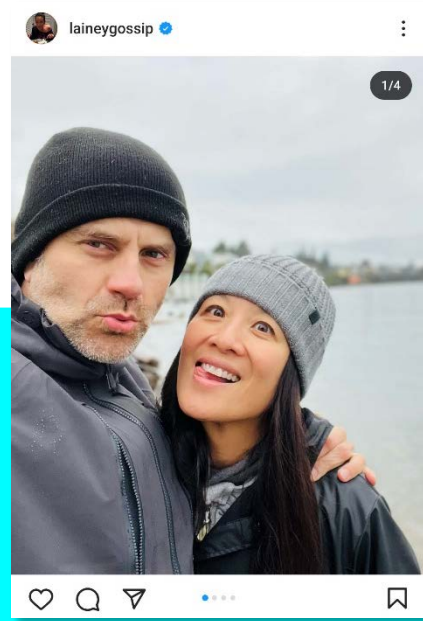
12.1% ages 55-64

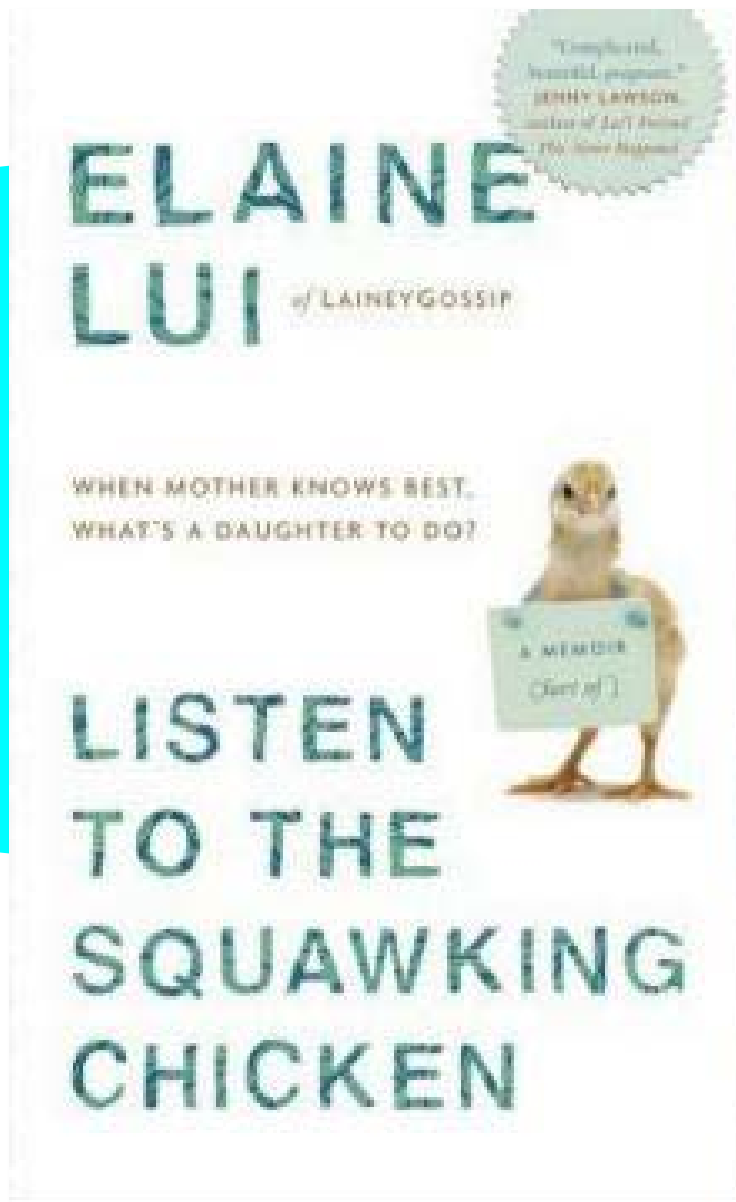
Top Countries: Canada, USA

Lainey's typical follower is a woman between the ages of 35-54.









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HELLO!  
CANADA

Publicity and Media ●

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

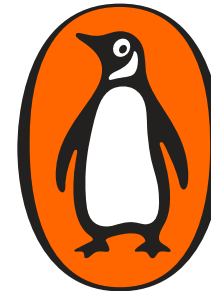
- Spokesperson roles
- Media appearances
- Digital video and television ads
- Event hosting
- Guest appearances
- Lainey also uniquely offers opportunities for brands to advertise on LaineyGossip.com and on her podcasts "Show Your Work" and "What's Your Drama".

Past partners:

**Cottonelle**  
**RW&CO.**



**VICHY**  
LABORATOIRES



Penguin  
Random House  
Canada

Partnership Opportunities ●



For more information, please contact:

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[thespotlightagency.com](https://thespotlightagency.com)

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