



# Melissa ●●● LEONG

*TV Personality | Personal Finance Expert*



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



# MELISSA LEONG

*Personal Finance Expert | Television Personality*

Melissa Leong is one of Canada's best-loved authorities on personal finance. She is currently the resident money expert on CTV's *The Social*, one of Canada's leading daytime talk shows, and has been a repeat guest on *The Drew Barrymore Show* on CBS. A national media personality, Melissa is also a go-to money expert for programs such as *BNN*, *CBC Radio*, *Breakfast Television*, *CP24*, *Global News*, and *Newstalk 1010*. Through her channels, Melissa reaches millions of Canadians on her quest to help them manage their money while maximizing happiness.

A graduate of Ryerson University's esteemed Bachelor of Journalism program, Melissa is an award-winning writer. For the past 17 years, she has reported on a variety of subjects, including crime, politics, terrorism, arts, and business for the *National Post*, the *Toronto Star*, and *The Globe and Mail*. She has interviewed thousands of subjects, including heads of state, royalty, and celebrities such as Hugh Jackman and Carrie Fisher. Melissa was also the personal finance writer for the *Financial Post*.

Melissa is the author of the award-winning, feel-good finance guide *Happy Go Money*. It combines psychology with personal finance to create a practical, easy-to-understand guide to spending smartly, saving right, and enjoying life. Melissa has also self-published teen adventure novels that have sold almost 70,000 copies worldwide and soared to #1 on a number of bestseller lists on Amazon. Currently, Melissa is working on a picture book to help adults and kids talk about money behaviours and values.

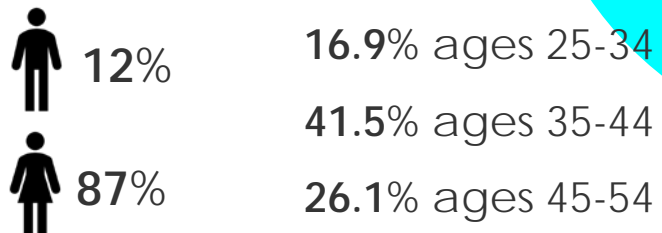
A mom to two young kids, Melissa also mentors youth and volunteers for organizations that promote the advancement and empowerment of women.



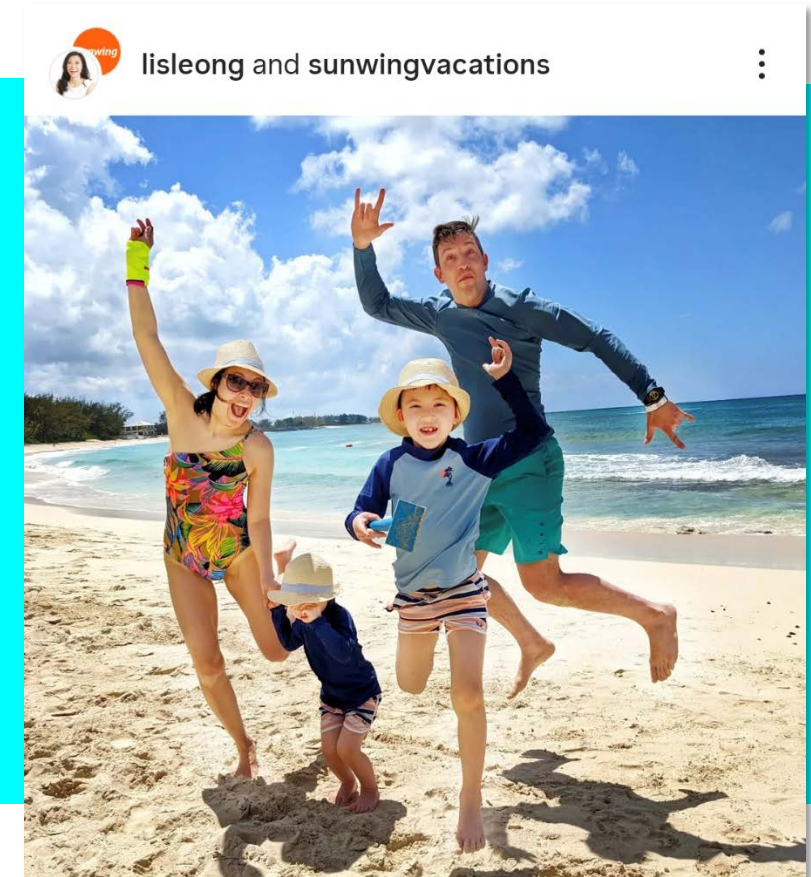
# @LisLeong

19.4K+ Followers on Instagram

## Audience Demographics



Over **65%** of Melissa's followers are Canadian!





# *Happy Go Money:*

*Spend Smart, Save Right & Enjoy Life*

In *Happy Go Money*, financial expert Melissa Leong cuts through the noise to show readers how to get the most delight for their dollar. Her award-winning book combines happiness psychology and personal finance and distills it into an indispensable starter guide. Each chapter provides practical, easy-to-understand advice on topics such as spending, budgeting, investing, and mindfulness, while weaving in research, interactive exercises, and relatable anecdotes. Frank, funny, and empowering, this primer challenges everyone to revamp their relationship with their money so they can dial down their worries and supersize their joy.



# the DREW barrymore show

Melissa is the resident financial expert for CTV's *The Social*, and has been a repeat guest on *The Drew Barrymore Show*. Melissa is also a go-to money expert for programs such as BNN, CBC Radio, *Breakfast Television*, CP24, *Global News*, and *Newstalk 1010*.

# DREW

## Consider a New Year's resolution to freeze your spending in January and reset your financial habits: experts



By **Anne Gaviola** • Global News

Posted December 29, 2021 8:00 am · Updated December 28, 2021 11:09 pm · 4 min read



Money experts offer words of advice for making and keeping your financial resolutions in 2022. (l to r) Zandile Chiwanza, Rubina Ahmed-Haq, Melissa Leong. **Photos supplied**

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» **TORONTO STAR** «

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

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Podcasts
- Event hosting and moderating
- Guest appearances
- and more

Past partners:



Partnership Opportunities ●









For more information, please contact:

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