

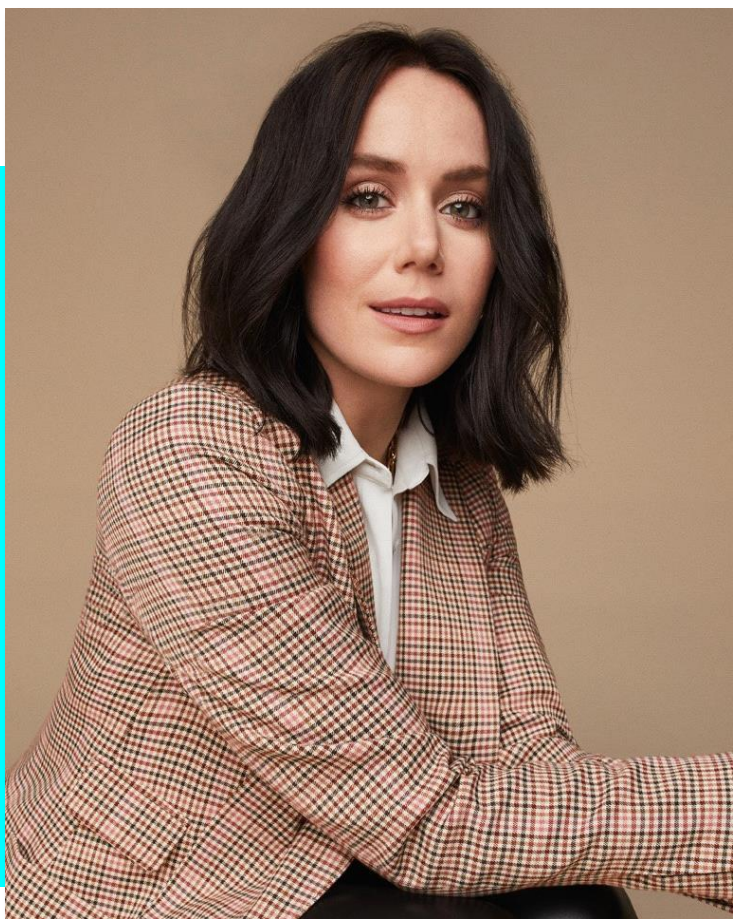


# Tessa ●●● VIRTUE

Olympic and World Ice Dance Champion



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



# TESSA VIRTUE

Olympic and World Ice Dance Champion

Tessa Virtue skated into the hearts of people around the world when she became the youngest ice dance champion in Olympic history at the 2010 games alongside her on-ice partner, Scott Moir. Eight years later in PyeongChang, the duo's gold medal-winning skate drew approximately 5.7 million Canadian viewers — Super Bowl-level ratings for Canada — becoming a cultural highlight of the 2018 Games. The winner of three Olympic gold medals — and five Olympic medals in total — Tessa is the most decorated female figure skater in Olympic history.

Tessa announced her retirement from skating in 2019 and has since earned an MBA from the Smith School of Business and has graduated with a Masters of Applied Positive Psychology from the University of Pennsylvania.

Today, Tessa translates her experience as a world-class, high-performance athlete to the corporate world as an executive advisor with Deloitte, where she works closely with the firm's senior leaders and their clients.

In the media, Tessa has shown her range and versatility in feature coverage from outlets such as *Strong Fitness Magazine*, *Best Health Magazine*, and *HELLO! Canada* magazine. She has also been a two-time cover girl for *Canada's Real Style Magazine* and has been featured in *Vogue Japan*. Tessa was also a guest analyst for CBC during the 2022 Beijing Olympic Games and is a familiar presence in Canada's fashion community and at red carpet events. In 2019, she was honoured with a one-of-a-kind Barbie doll made in her image as part of Mattel's "Role Models" series, which honours women who are breaking boundaries and inspiring the next generation of girls.

Tessa is a fierce advocate for female empowerment, while also possessing a passion for mental health, wellness, fashion, and beauty. She is also a long-time member of the Special Olympics Canada Champions Network.

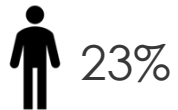
Tessa was inducted into the Canada Walk of Fame in 2018, named to the Order of Canada in 2020, and received the Canadian Order of Sport Award, marking her induction into Canada's Sports Hall of Fame in 2023. Skate Canada has also honoured Tessa, as part of their Elite Class of 2025.

Tessa lives in Toronto with her husband, Toronto Maple Leafs player Morgan Rielly, their baby boy, McCormick, and their pup, Zoë.

# SOCIAL MEDIA

Over **472K+** Followers  
Across Instagram & TikTok

## Audience Demographics



23%

13% ages **20-24**



77%

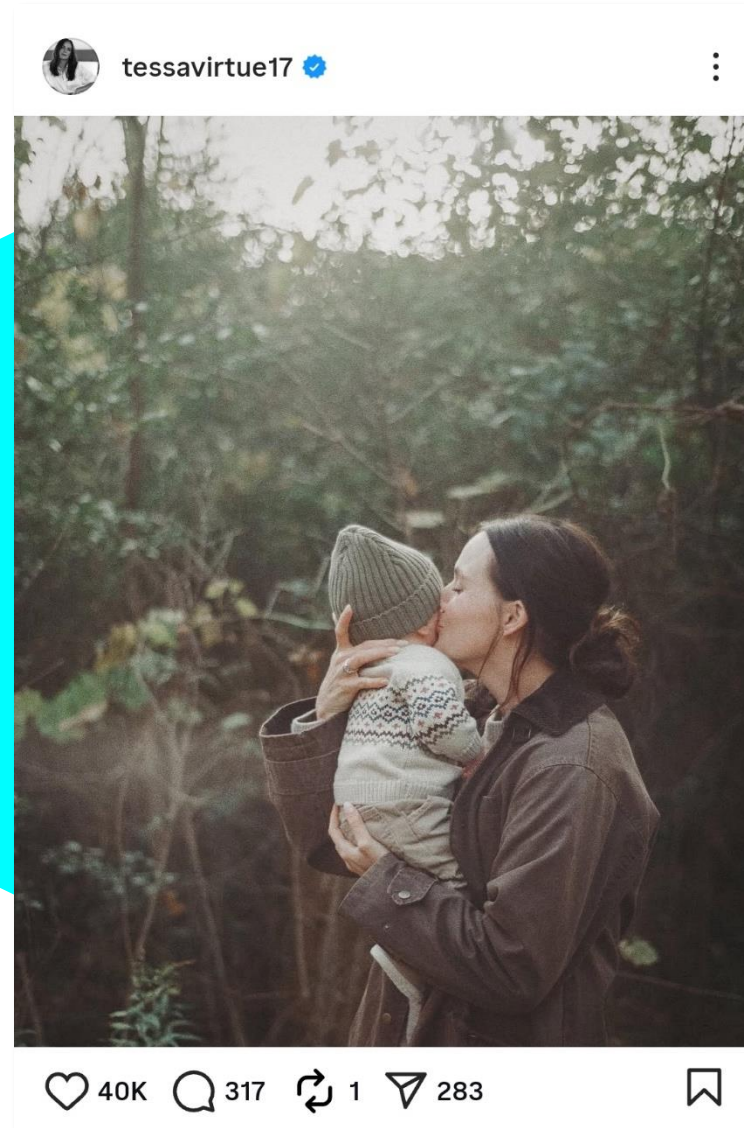
24% ages **25-29**

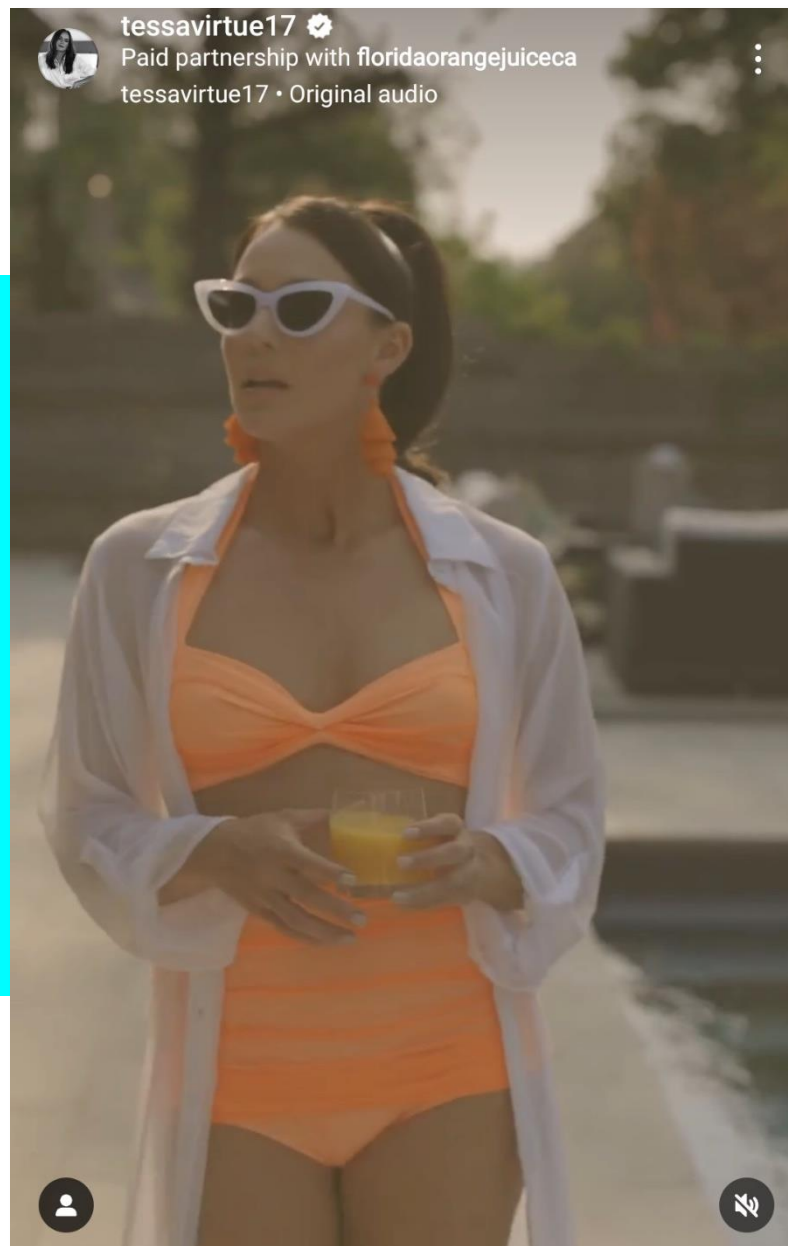
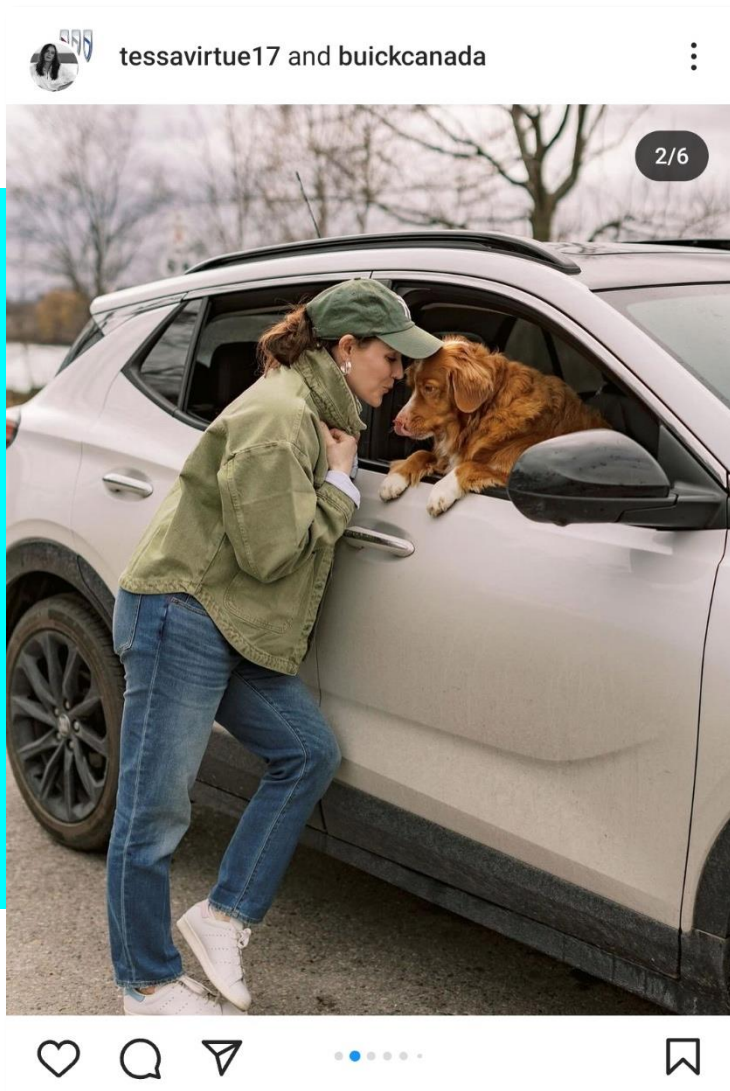
31% ages **30-34**

Top Countries: Canada (65%) USA (10%)

Top Cities: Toronto, Montreal, Vancouver

Tessa's community's general interests include health, wellness, fashion, beauty, and ice dancing/figure skating.



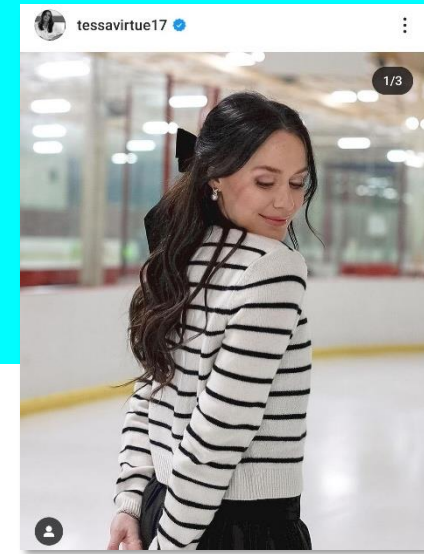
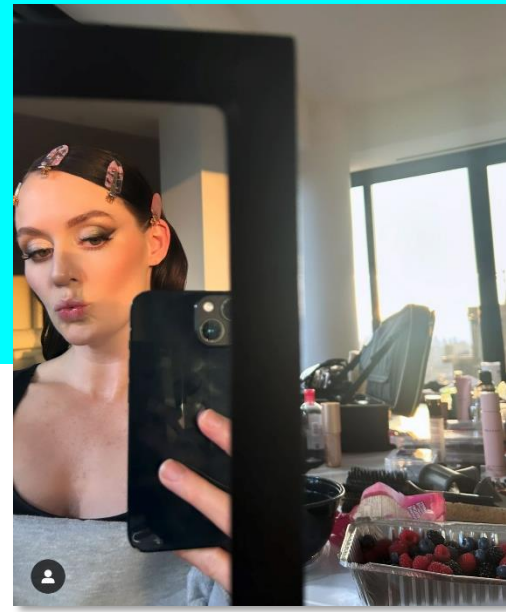


# @TessaVirtue17


Over **437K+** Followers  
on Instagram

Averages **6.5 million** views per  
month!

Social Media 

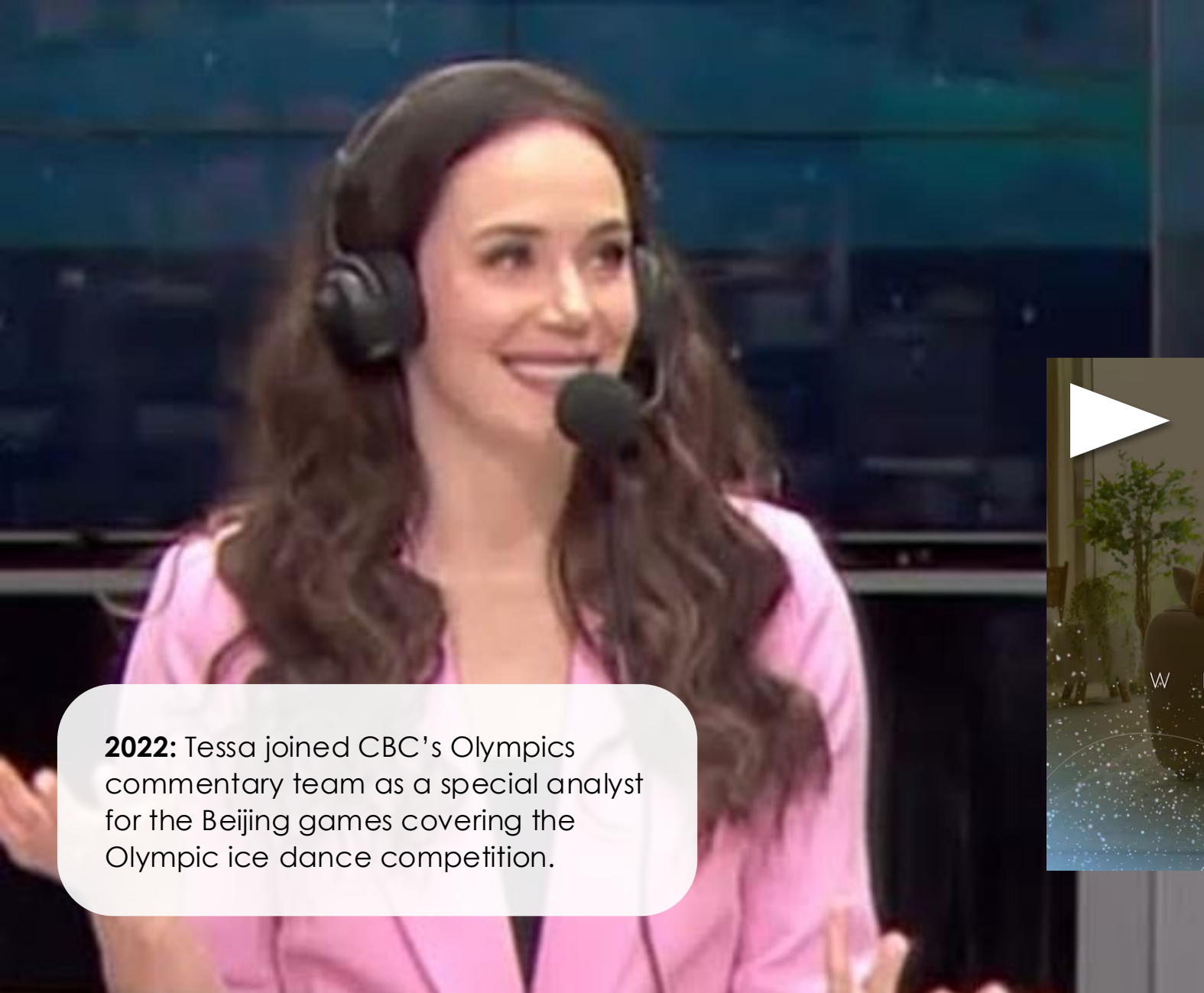


Social Media

A photograph of figure skaters Tessa Virtue and Scott Moir celebrating. They are both smiling and holding up the Canadian flag. Tessa is wearing a dark, sequined, high-necked dress with a lace-like pattern. Scott is wearing a black, sequined, long-sleeved top. The background is a blurred arena setting.

Tessa is the most decorated female figure skater in Olympic history. She is a three-time Olympian, three-time World Champion, and winner of three Four Continents Championships, eight Canadian Championships, and six Skate Canada International titles.

- 2010 Vancouver: Gold Medal (Ice Dance - Mixed)
- 2014 Sochi: Silver Medal (Ice Dance - Mixed), Silver Medal (Team - Mixed)
- 2018 PyeongChang: Opening Ceremony Flag Bearer, Gold Medal (Ice Dance – Mixed), Gold Medal (Team – Mixed)
- Youngest ice dance champion in Olympic history
- Youngest Canadian to win a gold medal at their first Olympic Games



**2022:** Tessa joined CBC's Olympics commentary team as a special analyst for the Beijing games covering the Olympic ice dance competition.

**2026:** In CBC's *HerSTORY*, Tessa sat down for intimate one-on-one conversations with many of Canada's female winter athletes, uncovering inspiring and emotional moments in their lives while celebrating their resilience, diversity, and strength.



WATCH: *HerSTORY* Episode One

**Real Style**  
JUNE 2018

**SUMMER FASHION**  
THE SEASON'S HOTTEST LOOKS

HEALTHY SKIN NOW

READER'S DIGEST

**best**  
*health*

SEASONAL SUPERFOODS  
and yummy ways to BBQ 'em

FOUND! YOUR BEST SUNSCREEN

PAP TEST WHY YOU NEED ONE

HOW TO AVOID CARSIKNESS

real life made simple

**Canadian Living**

Canada's sweetheart  
**TESSA VIRTUE**

BE YOUR OWN HERO  
HOW TO PUT YOURSELF FIRST  
PAGE 42

EXCLUSIVE WEDDING ALBUM

**HELLO! CANADA**

It's so sacred and special!  
- TESSA ON HER LOVE STORY WITH MORGAN

SHARING HER JOYFUL NEWS WITH HELLO!

**TESSA VIRTUE IS MARRIED!**

CANADA'S ICE DANCE DARLING SAYS 'I DO' TO HOCKEY STAR MORGAN RIELLY

THE LOVE ISSUE  
VALENTINE'S GIFT GUIDE & MORE

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EXCLUSIVE

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**TESSA VIRTUE**

ON LIFE OFF THE ICE, MAKING TIME FOR LOVE AND WHAT SHE'LL MISS MOST

KATE IN IRELAND  
ROYAL TOUR ALBUM INSIDE!

'I realize now that Scott and I did sacrifice a lot... It's nice to feel somewhat free'

**Real Style**  
WINTER 2014/2015

THE PERFECT WINTER WARDROBE  
Cozy knits & Coats for every occasion

ICE PRINCESS  
**TESSA VIRTUE**

SHOWS OFF THE SEASON'S BEST PARTY LOOKS

Statement Jewellery  
Bags  
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Special!  
HOLIDAY GIFT GUIDE  
with  
WHITNEY PORT  
SHENAE GRIMES  
JESSI CRUICKSHANK  
AMBER MARSHALL & MORE

DAPHNE GUINNESS  
NICOLE D'ELIA



Sports > Olympics > Winter Sports > Figure Skating

# Reunited: Olympic greats Tessa Virtue, Scott Moir joining CBC broadcast team for ice dance event



Retired Canadian duo won ice dance gold at 2010, 2018 Games

Andrea Janus - CBC Sports - Posted: Feb 08, 2022 4:43 PM EST | Last Updated: February 8, 2022



**THE KIT**

SHOPPING BEAUTY FASHION LIVING CULTURE WEDDINGS

Tessa Virtue Has a New Job  
What it's like going from the podium to the corporate world

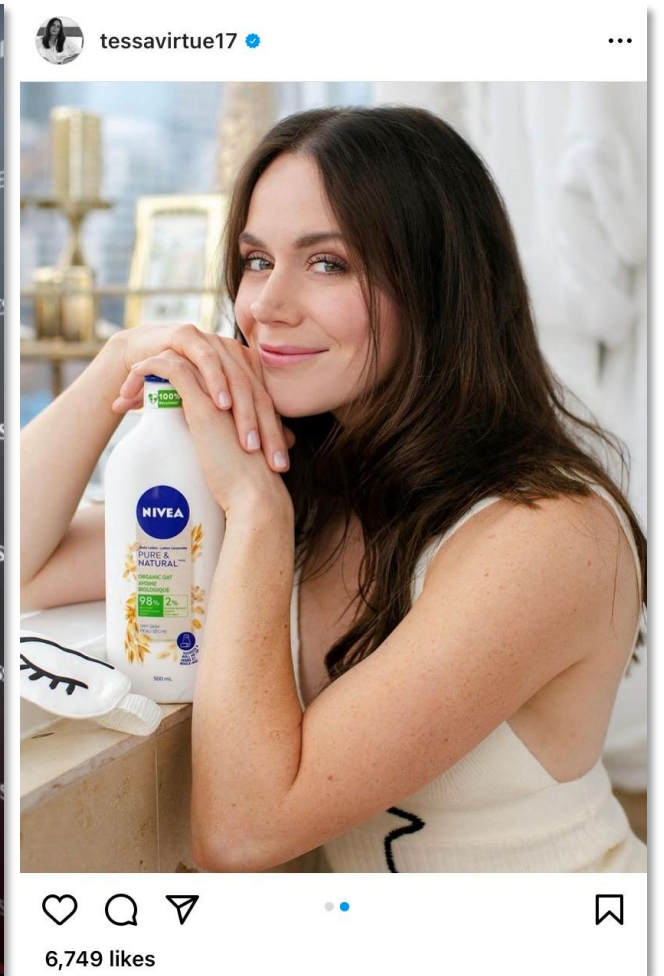
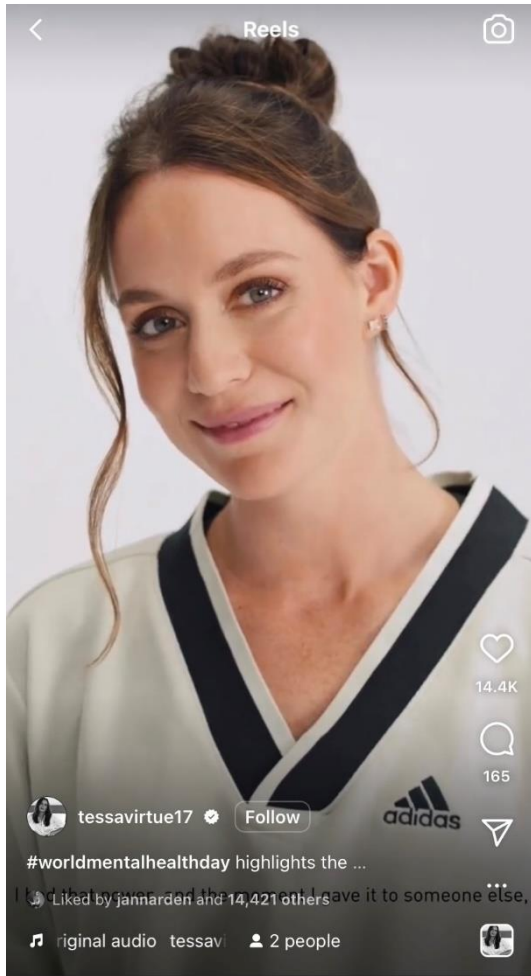
Microsoft



# THE KIT THE WALRUS



# WOMEN OF INFLUENCE



With a passion for mental health, wellness, fitness, and fashion, Tessa has partnered with several prominent brands on custom creative campaigns

Partnership Opportunities

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

- Spokesperson roles
- Media appearances
- Digital video and influencer content
- Speaking engagements and fireside chats
- Event hosting
- Guest appearances
- and more

Past partners:



BONLOOK



Partnership Opportunities ●



Highlight Reel ●



For more information, please contact:

[info@thespotlightagency.com](mailto:info@thespotlightagency.com)

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