

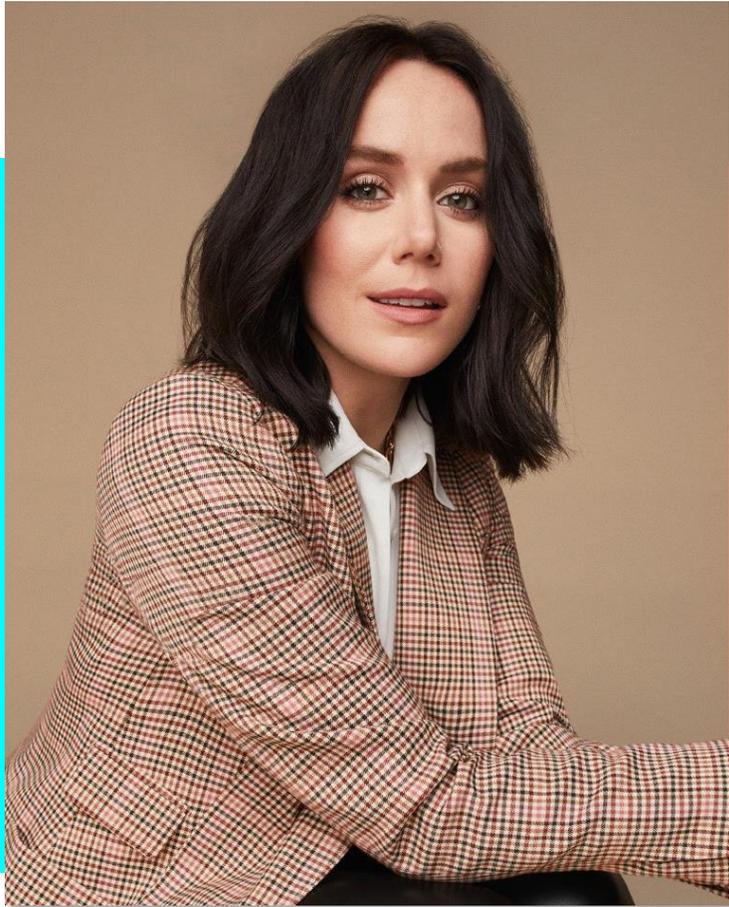


Tessa ●●● VIRTUE

Olympic and World Ice Dance Champion



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 **490K+** Followers

Across Instagram & TikTok

Audience Demographics



23%

13% ages **20-24**



77%

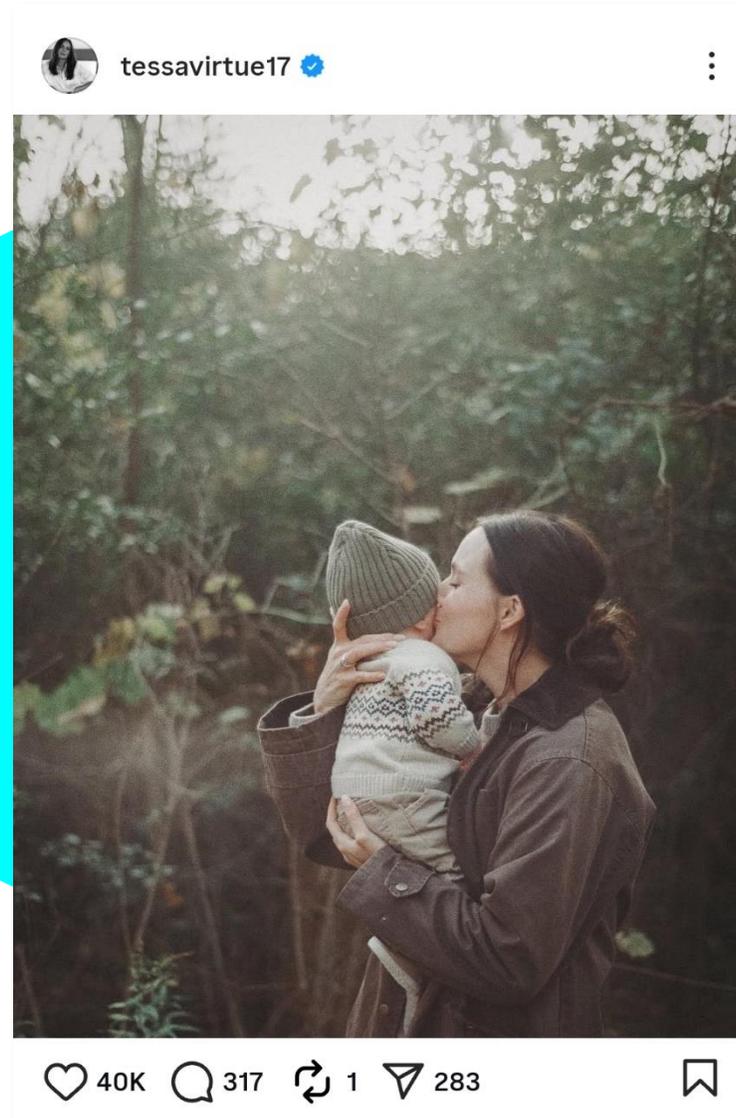
24% ages **25-29**

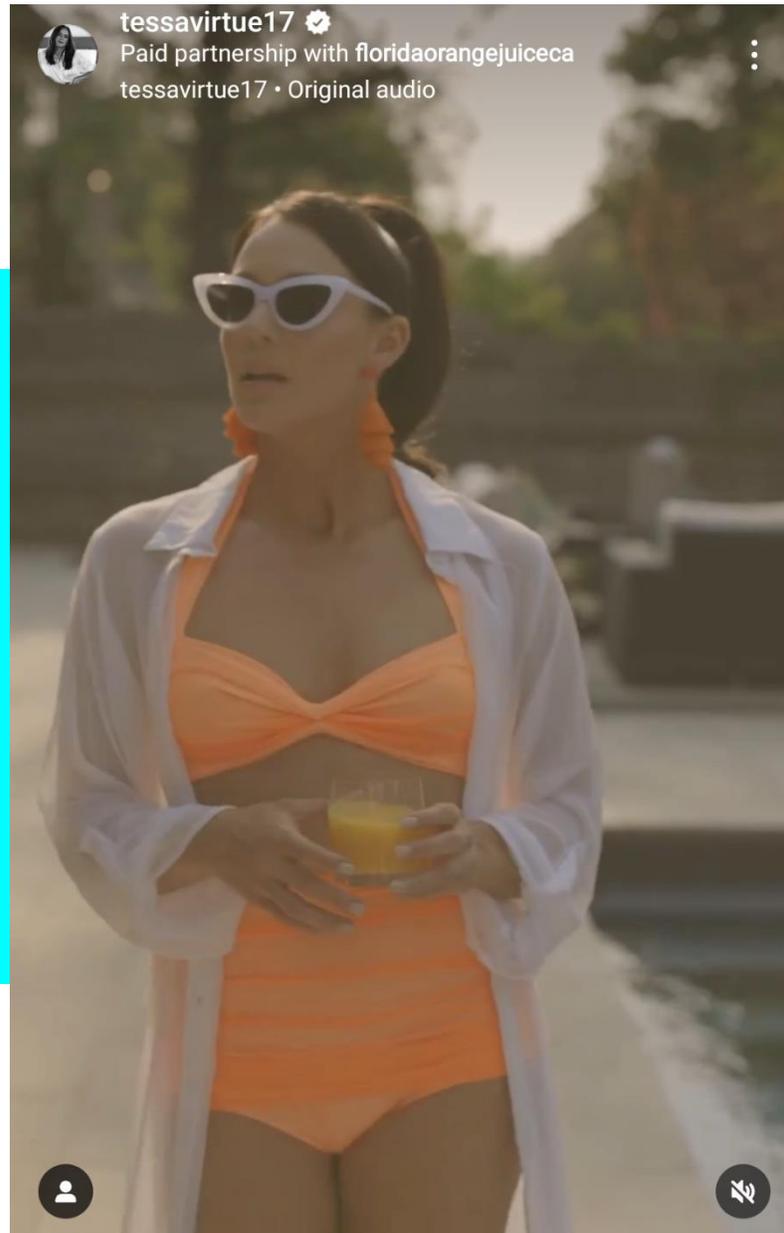
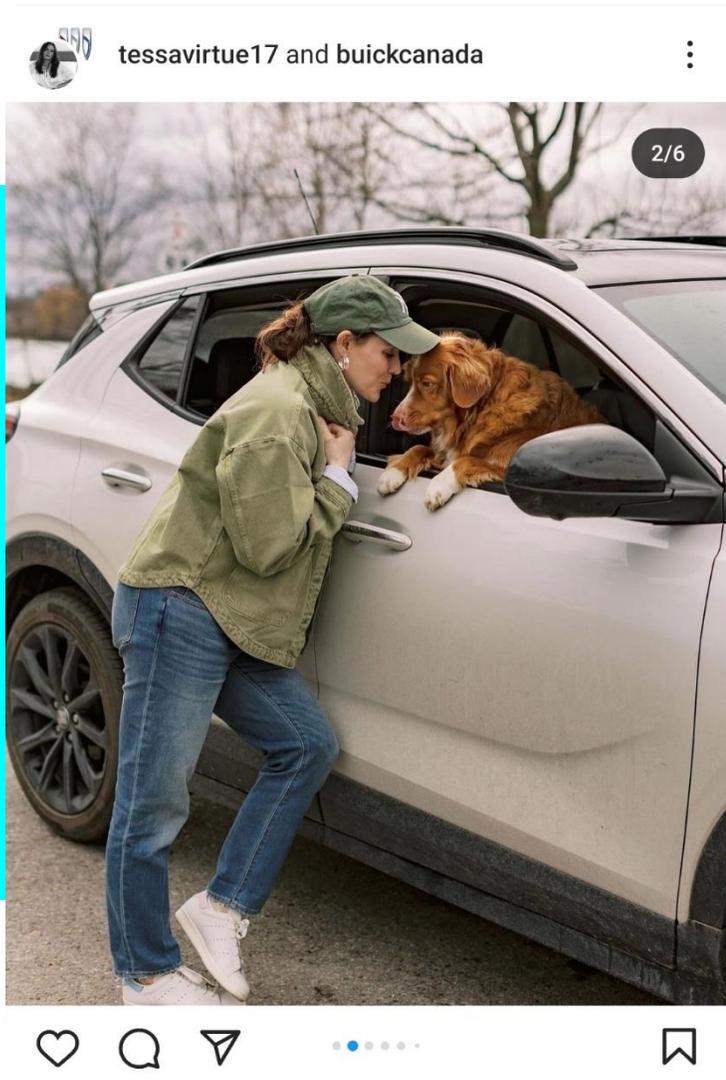
31% ages **30-34**

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

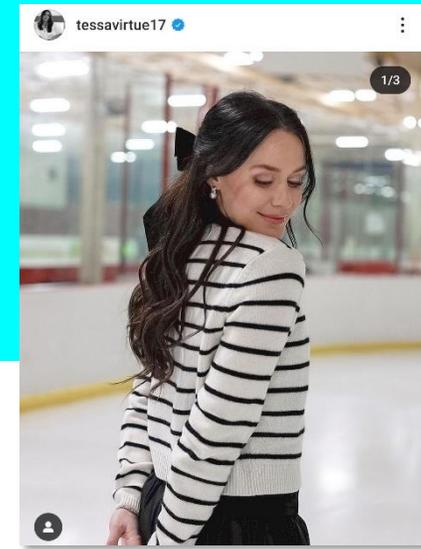
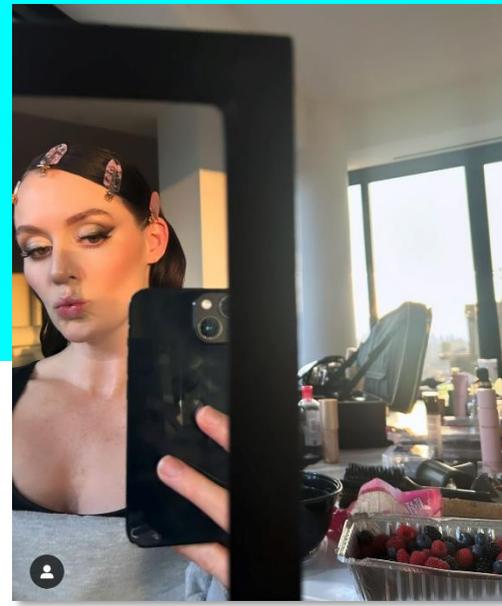
Over **454K+** Followers
on Instagram

Averages **6.5 million** views per month!

Tessa experiences massive upticks in social activity in Olympic seasons. During the 2026 Milano Cortina Winter Games alone, Tessa's content earned her:

- Over 17 million views
- Over 600K Interactions
- 20K new followers

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, and 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

EXCLUSIVE WEDDING ALBUM

HELLO! CANADA

It's so secret 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

READER'S DIGEST

best

SUMMER 2016

health

FOUND! YOUR BEST SUNSCREEN

SEASONAL SUPERFOODS
and yummy ways to BBQ 'em

PAP TEST WHY YOU NEED ONE

HOW TO AVOID CARSIKNESS

WOMEN'S DAY SPECIAL ISSUE

HELLO! CANADA

WEEKLY - \$7.99 • 16 MARCH 2020

EXCLUSIVE

CANADA'S SWEETHEART 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 life made simple

Canadian Living

BE YOUR OWN HERO
HOW TO PUT YOURSELF FIRST
PAGE 42

Canada's sweetheart
TESSA VIRTUE

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
Boots

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

DAPHNE GUINNESS
NICOLE D'AMICO



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



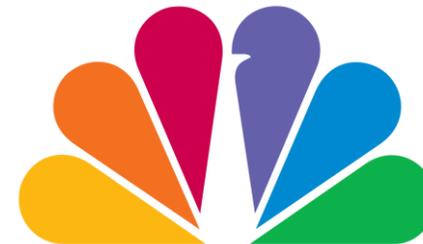
THE KIT
SHOPPING BEAUTY FASHION LIVING CULTURE WEDDINGS

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

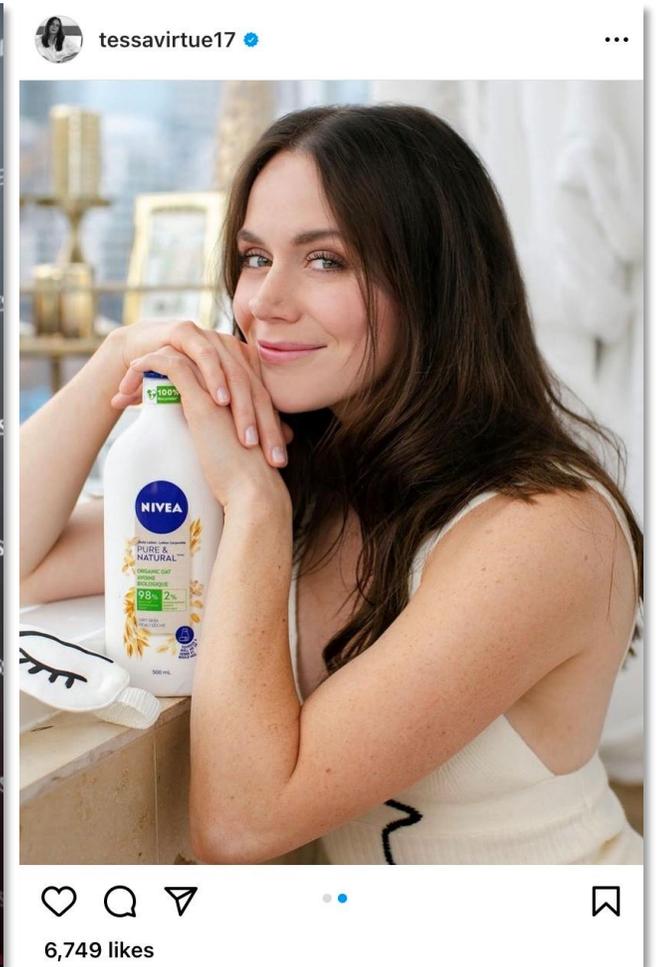
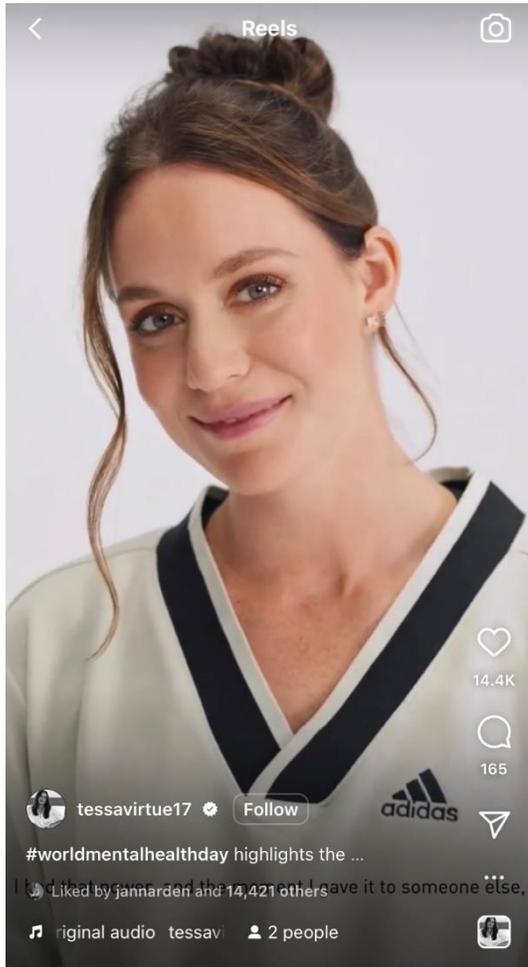
Microsoft



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:



Partnership Opportunities ●



Highlight Reel ●



For more information, please contact:

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