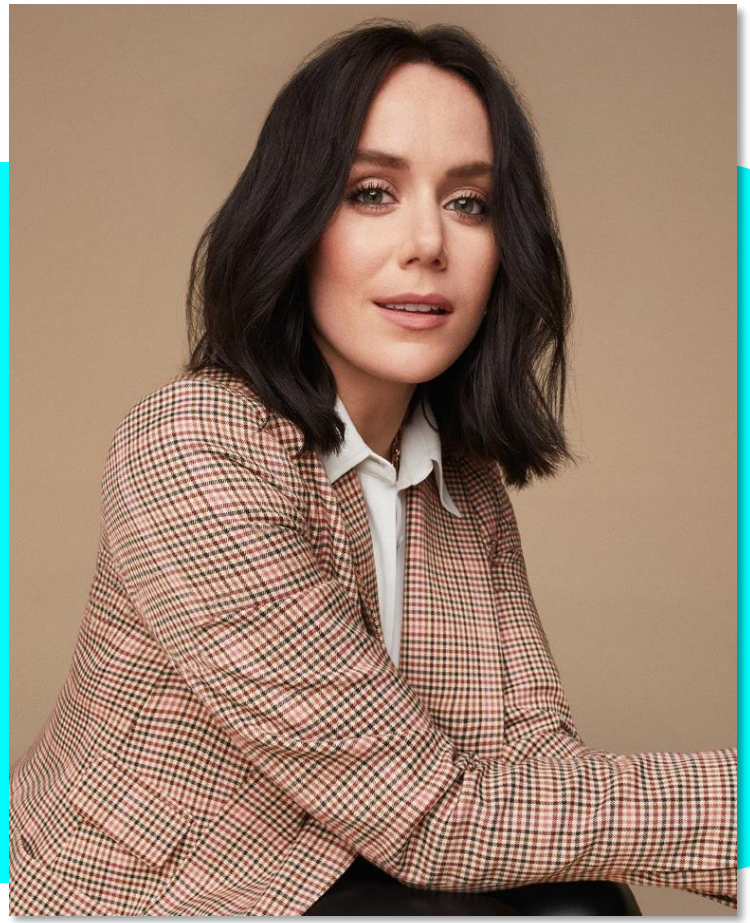
Tessa VIRTUE

Olympic and World Ice Dance Champion

The Spotlight Agency

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.

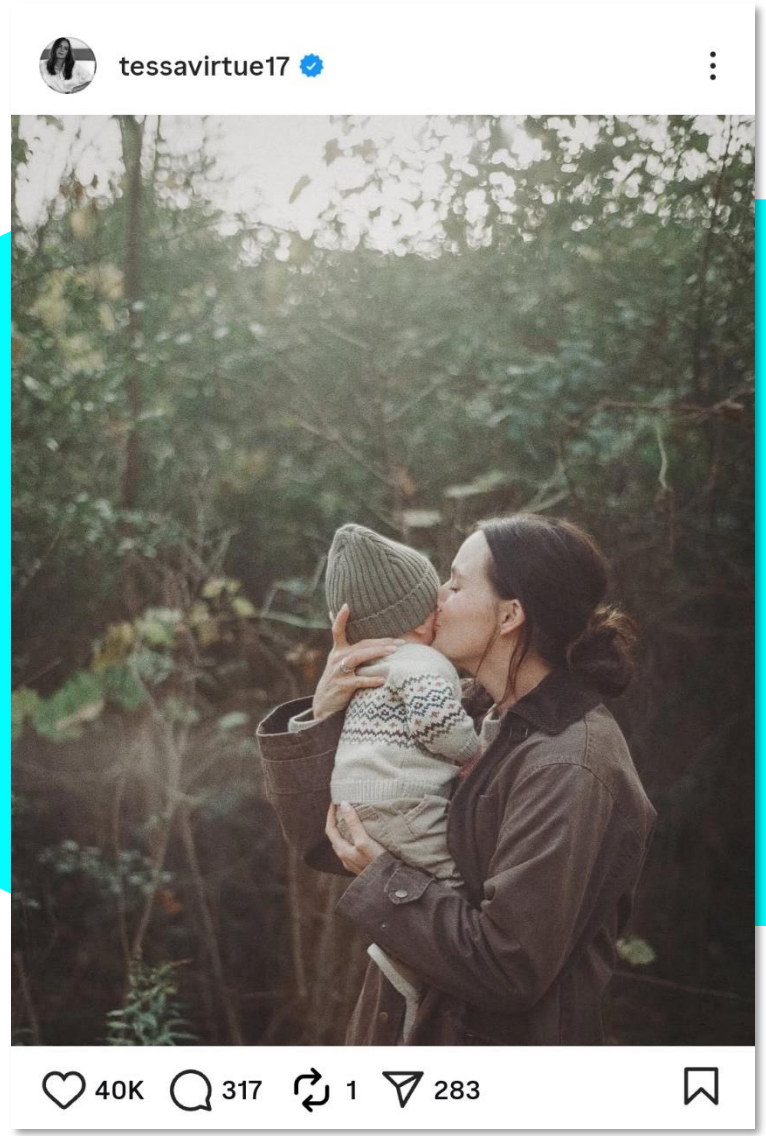
Tessa was inducted into the Canada Walk of Fame in 2018, named to the Order of Canada in 2020, and received the Canadian Order of Sport Award, marking her induction into Canada's Sports Hall of Fame in 2023. Skate Canada has also honoured Tessa, as part of their Elite Class of 2025.

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%

77%

13% ages **20-24**

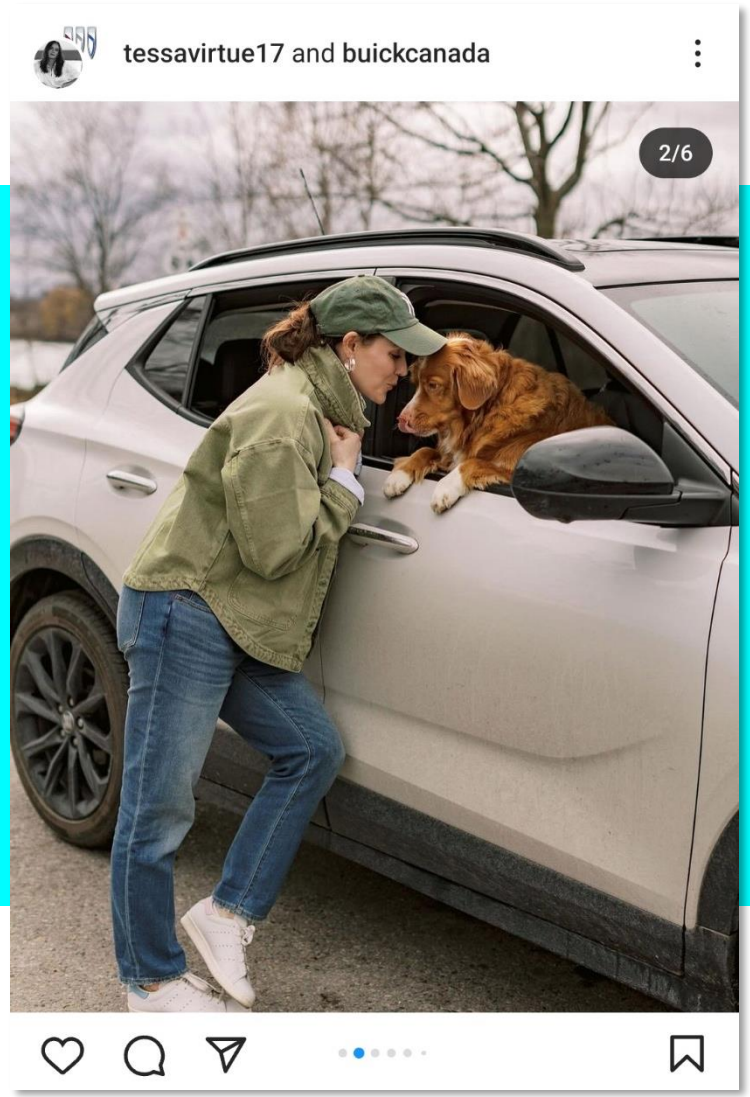
24% ages **25-29**

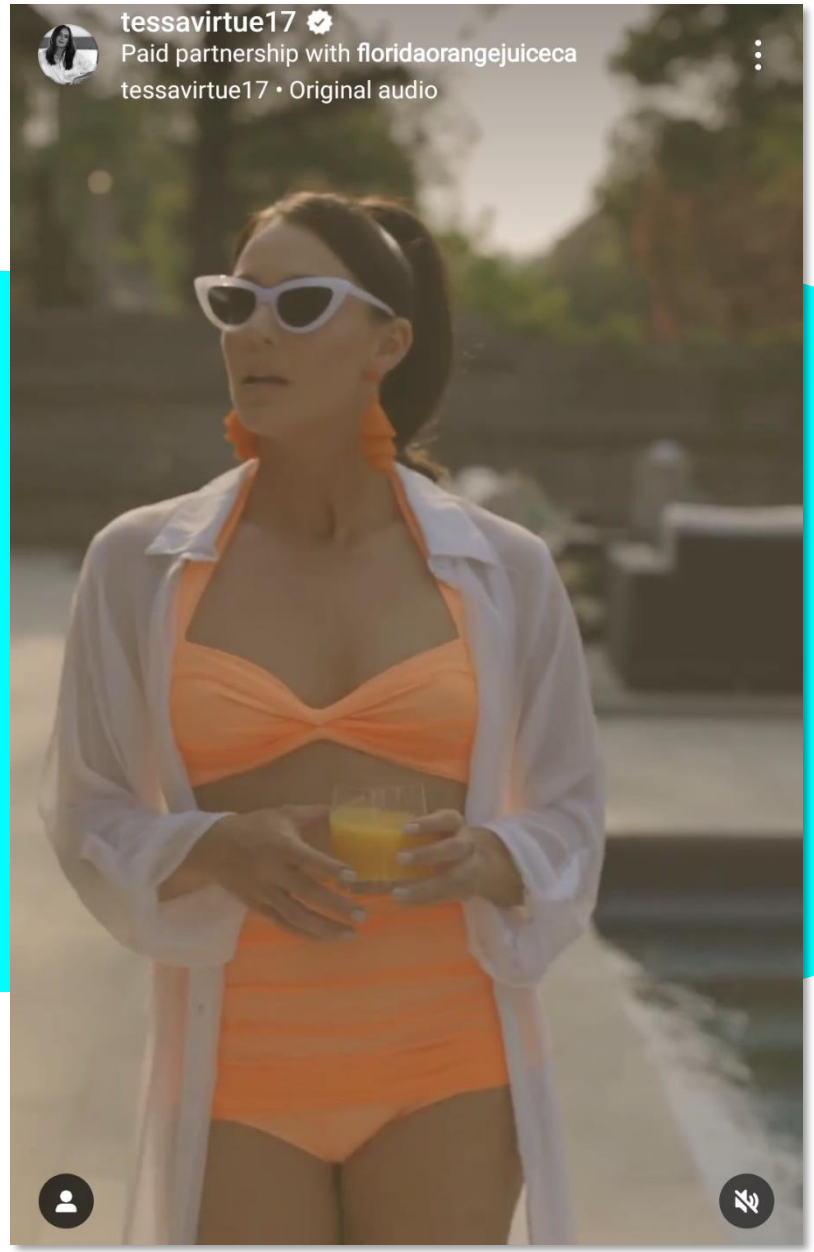
31% ages **30-34**

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.



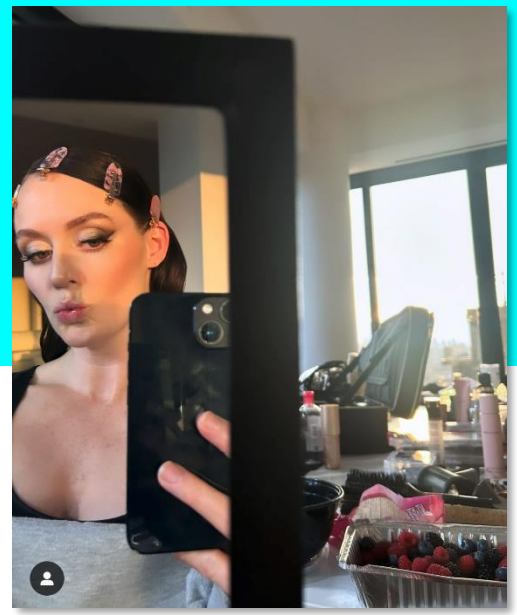


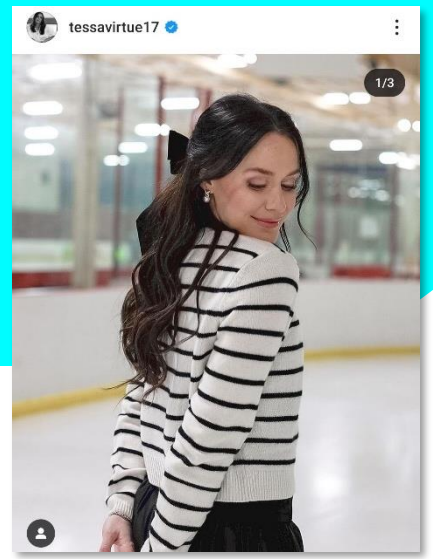
@TessaVirtue17

*Over **437K**+ Followers on Instagram*

*Averages **6.5 million** views per month!*

Social Media





Social Media

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

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

Real Style
JUNE 2018
SUMMER FASHION
THE SEASON'S HOTTEST LOOKS
HEALTHY

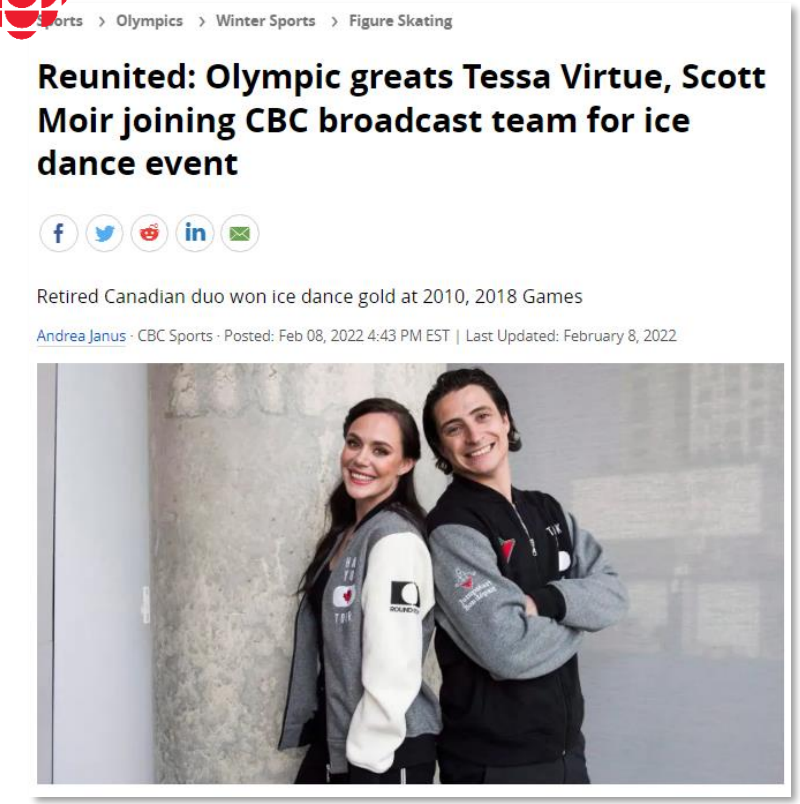
READER'S DIGEST
best health
SUMMER 2016
FOUND! YOUR BEST SUNSCREEN
SEASONAL SUPERFOODS
and yummy ways to BBQ 'em
PAP TEST WHY YOU NEED ONE
HOW TO AVOID CARSICKNESS

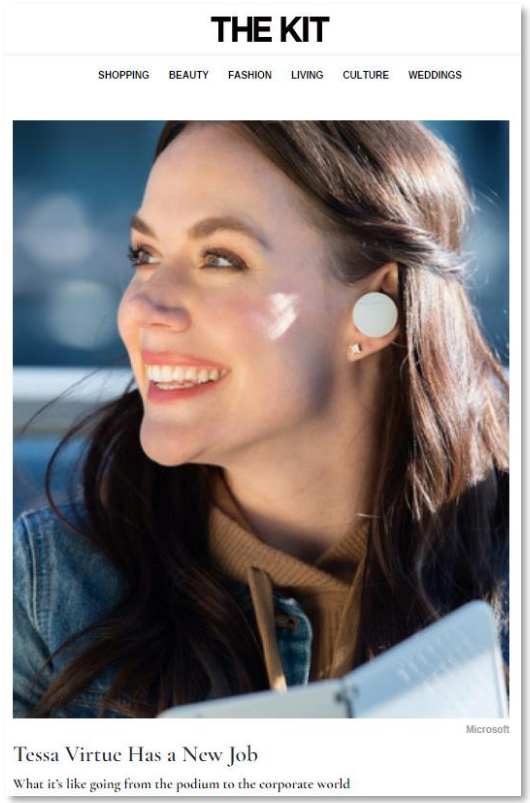
real life made simple
Canadian Living
BE YOUR OWN HERO
HOW TO PUT YOURSELF FIRST
PAGE 42
Canada's sweetheart
TESSA VIRTUE

EXCLUSIVE WEDDING ALBUM
HELLO! CANADA
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

WOMEN'S DAY SPECIAL ISSUE
HELLO CANADA
EXCLUSIVE
CANADA'S SWEETHEART
TESSA VIRTUE
ON LIFE OFF THE ICE, MAKING TIME FOR LOVE AND WHAT
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 occassion
+
Statement Jewellery
Bags
Boots
ICE PRINCESS
TESSA VIRTUE
SHOWS OFF THE SEASON'S BEST PARTY LOOKS
Special! HOLIDAY GIFT GUIDE
with
WHITNEY PORT
SHENAE GRIMES
JESSI CRUICKSHANK
AMBER MARSHALL
DAPHNE GUINNESS





CTV TIME

Global MACLEAN'S

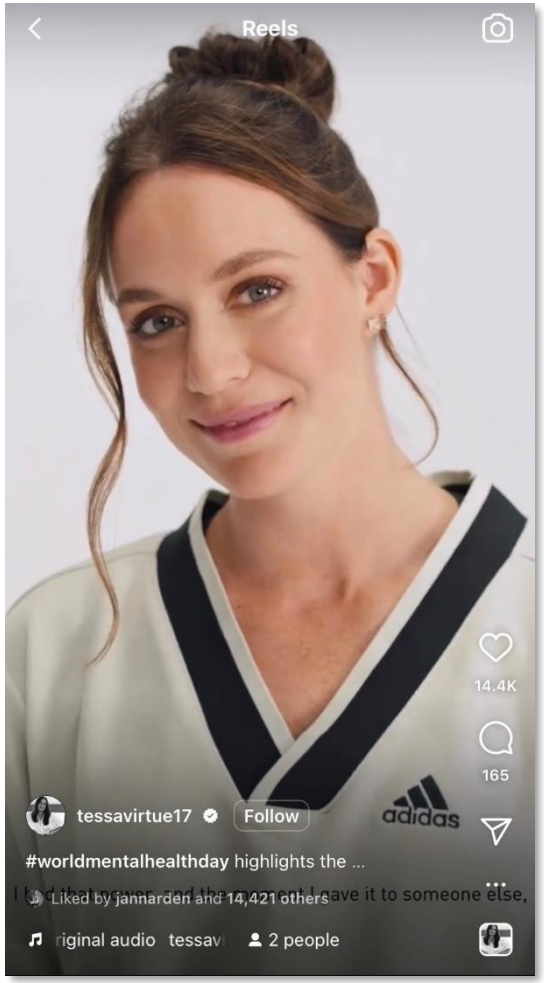
HELLO! CANADA TORONTO LIFE

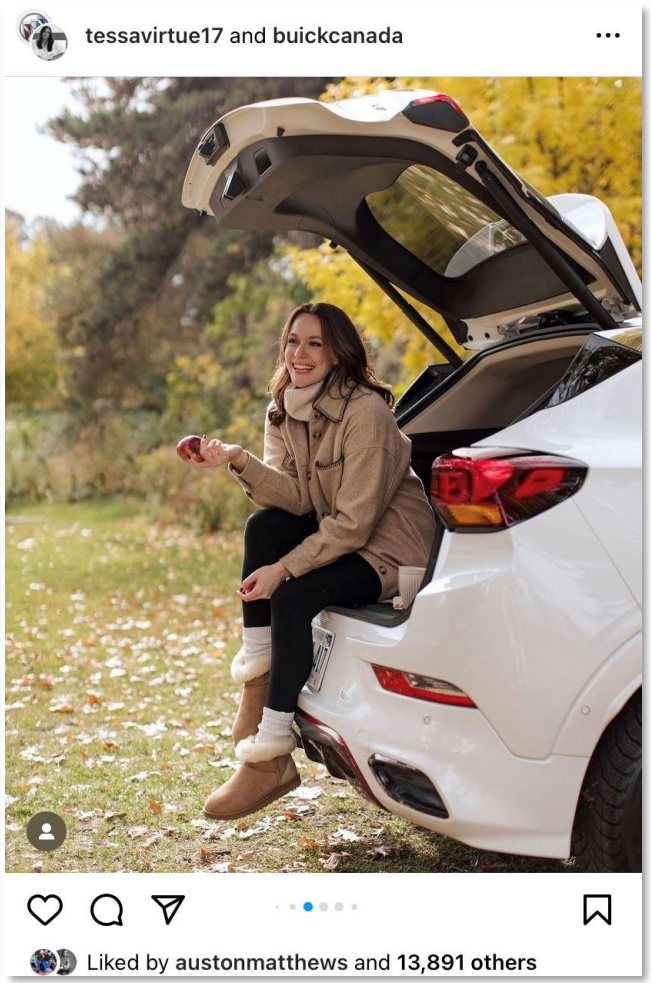
TORONTO STAR

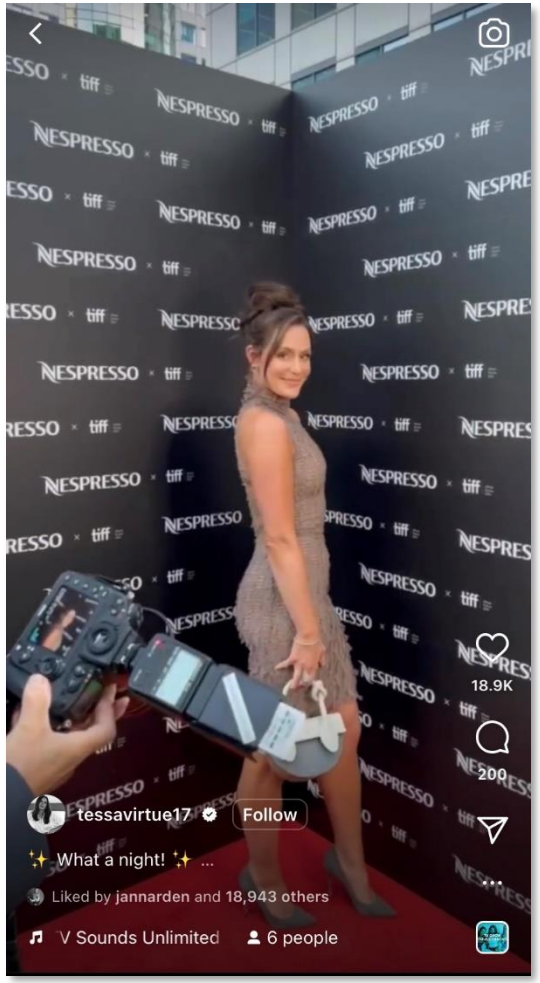
THE KIT THE WALRUS THE GLOBE AND MAIL

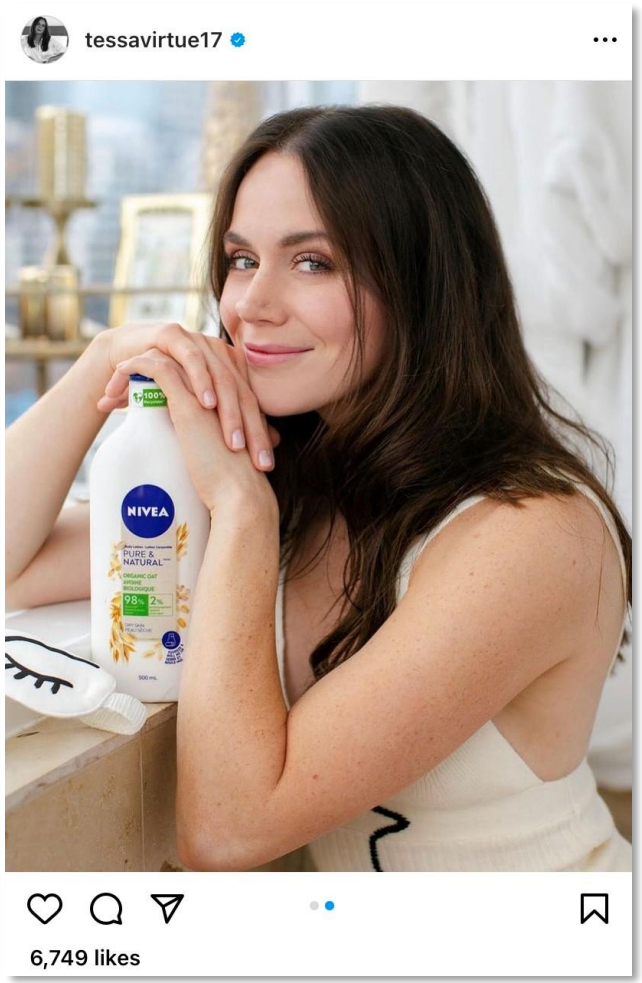
US WEEKLY SN™ WOMEN OF INFLUENCE

Publicity and Media









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

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:

Highlight Reel

The Spotlight Agency

For more information, please contact:
info@thespotlightagency.com
thespotlightagency.com

Contact Us