

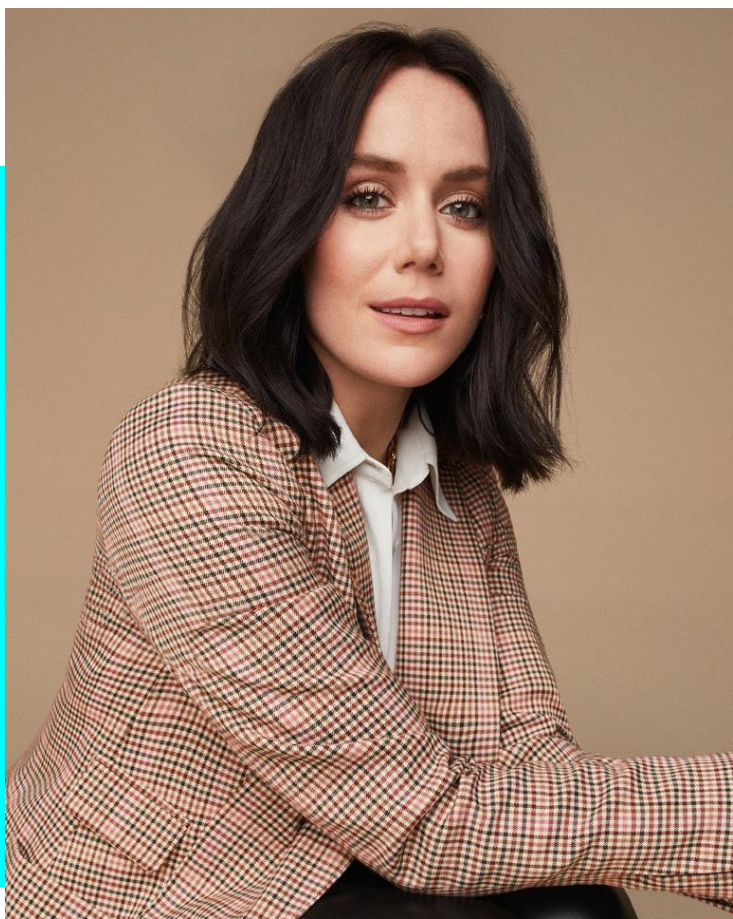


Tessa ●●● VIRTUE

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 **489K+** Followers

Across Instagram & TikTok

Audience Demographics



17%

11% ages **18-24**

33% ages **25-34**



82%

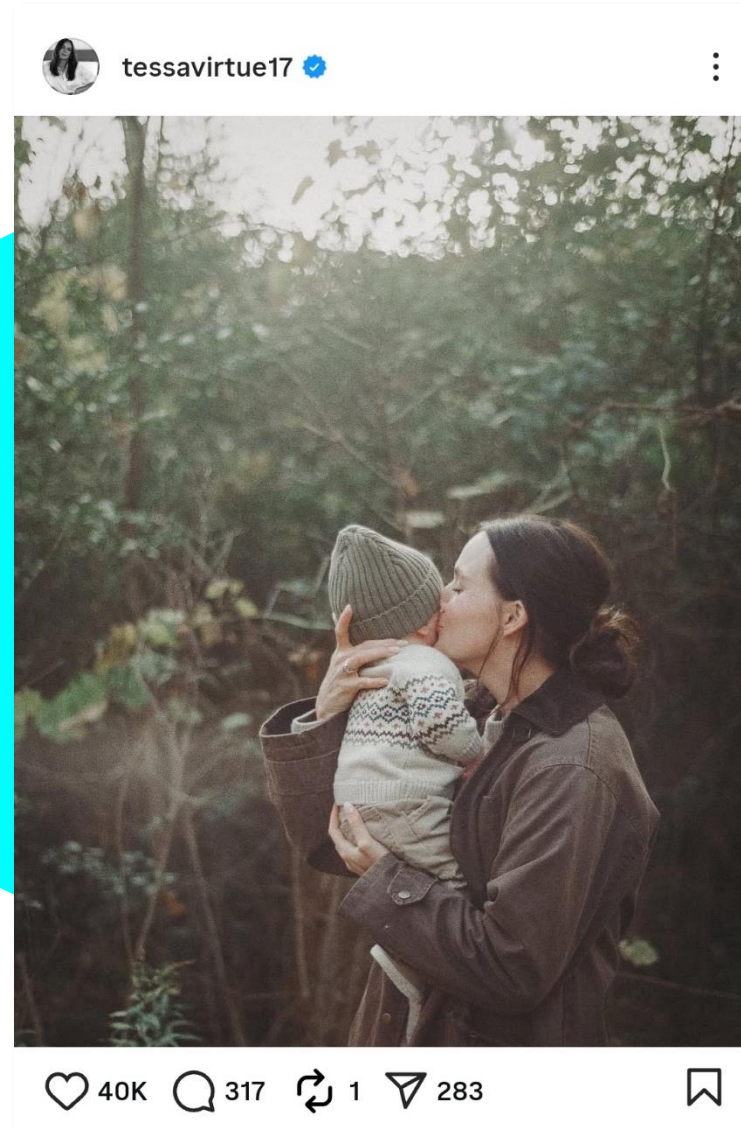
29% ages **35-44**

15% ages **45-54**

Top Countries: Canada (47%) USA (15%)

Top City: Toronto

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





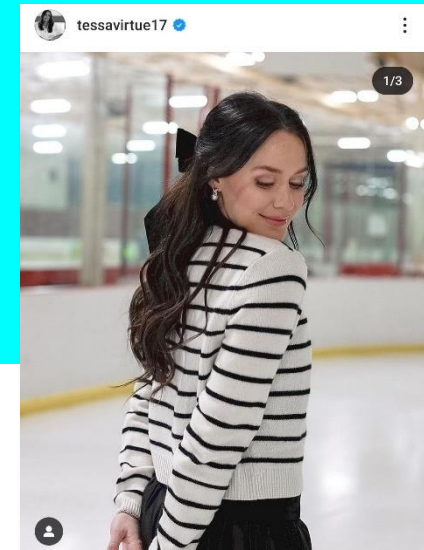
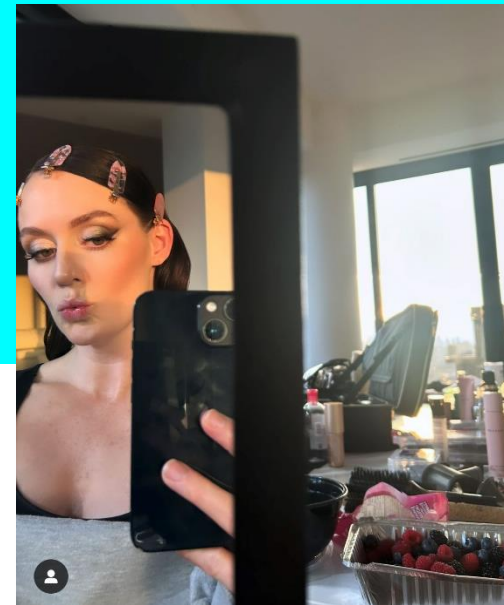
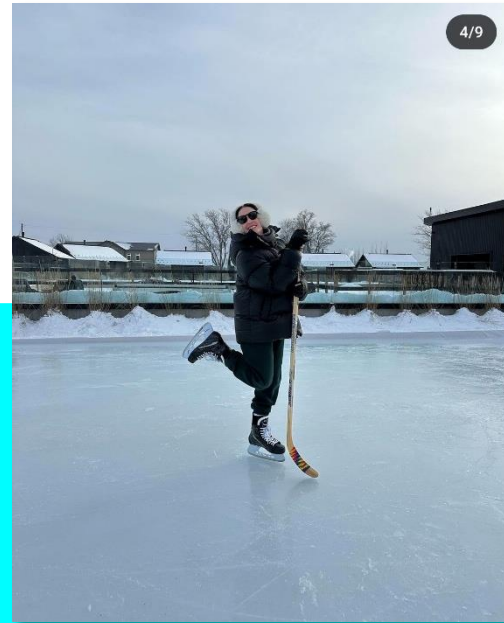
@TessaVirtue17

Over **453K+** 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



A full-page photograph of figure skaters Tessa Virtue and Scott Moir. They are both smiling and holding up a large Canadian flag behind them. Tessa is on the left, wearing a dark, sequined, high-necked dress. Scott is on the right, 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.

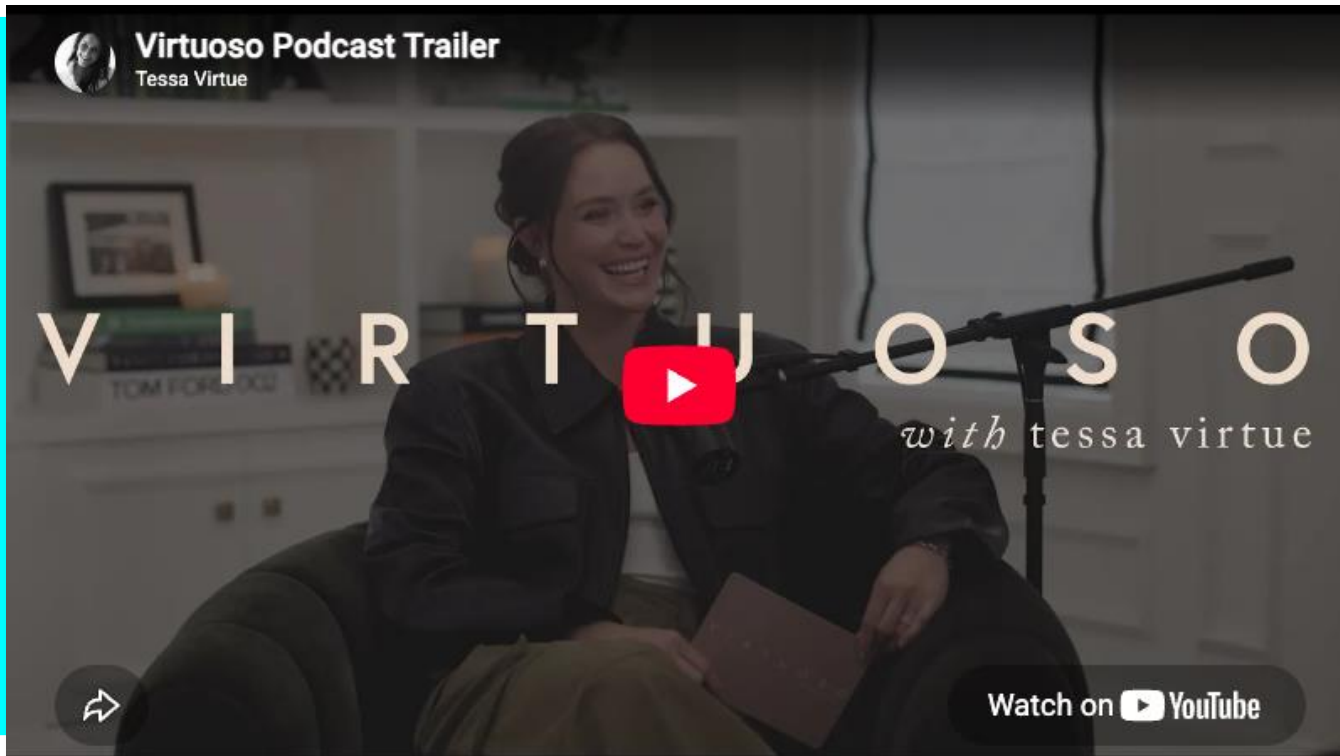


WATCH: *HerSTORY* Episode One



V I R T U O S O

with tessa virtue



WATCH: Virtuoso Podcast Trailer

Virtuoso Podcast

In each hour-long episode of *Virtuoso*, Tessa sits down with athletes, artists, entrepreneurs, scientists, leaders, and creators to explore the experiences and relationships that have shaped them.

Drawing on her own journey as an Olympic champion and her work in leadership and positive psychology, Tessa brings genuine curiosity to conversations about ambition, resilience, identity, purpose, and the pursuit of a meaningful life.



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 GLOBE AND MAIL

Tessa Virtue, Sarah Nurse headline new YouTube shows

KAITLYN MCGRATH

TORONTO

THE CANADIAN PRESS

PUBLISHED SEPTEMBER 18, 2026



TORONTO STAR

DANCE | CULTURE

On her own two feet

Seven years after retiring from competitive ice dancing, Tessa Virtue is relishing a daunting new artistic challenge

CULTURE

New moves

Olympic champion Tessa Virtue returns to performing — but you've never seen her dance like this

CBC

NEWS Top Stories Local Climate World More

Tessa Virtue says taking on dance without skates is 'terrifying' and 'invigorating'

Olympic champion makes her dance debut in a new solo performance at Toronto dance festival

Christine Pagulayan · CBC News · Posted: Sep 29, 2026 4:00 AM EDT | Last Updated: October 7

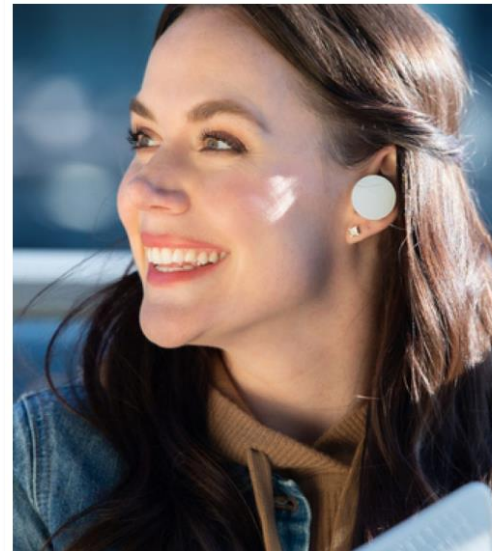
Listen to this article Estimated 4 minutes

Virtue finds freedom and fear in return to dance

September 29 | 1:53

THE KIT

SHOPPING BEAUTY FASHION LIVING CULTURE WEDDINGS



TORONTO LIFE

Global
HELLO!
CANADA

US WEEKLY

SN

TIME



CTV

MACLEAN'S

THE KIT

TORONTO STAR

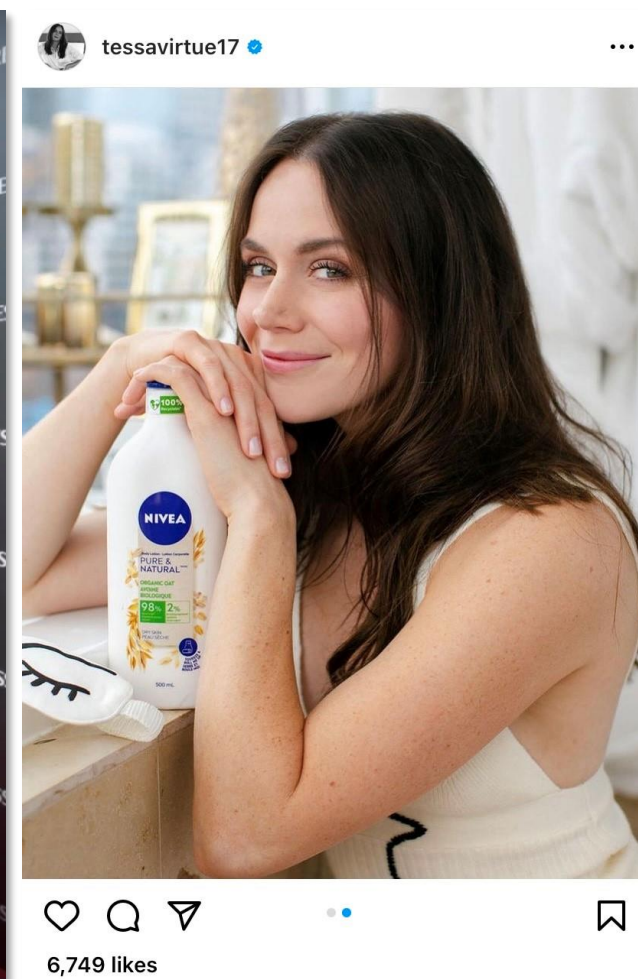
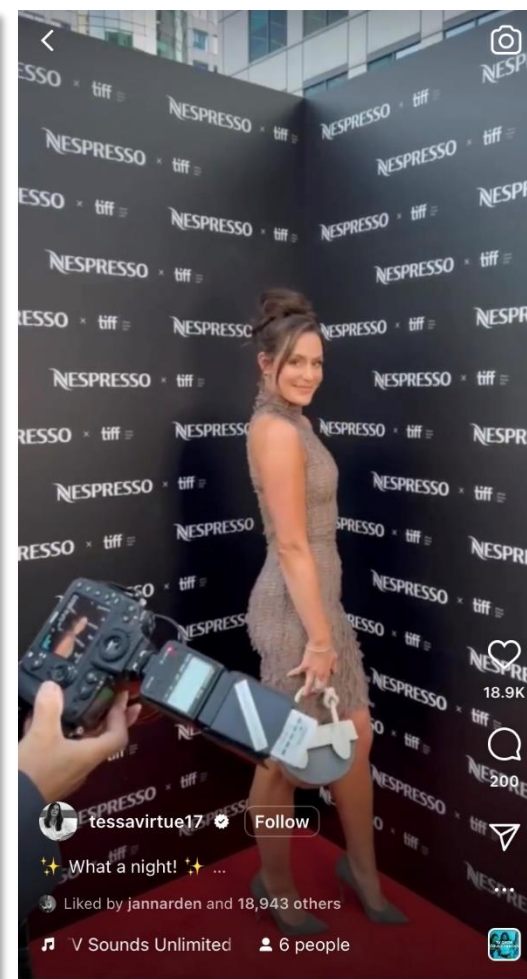
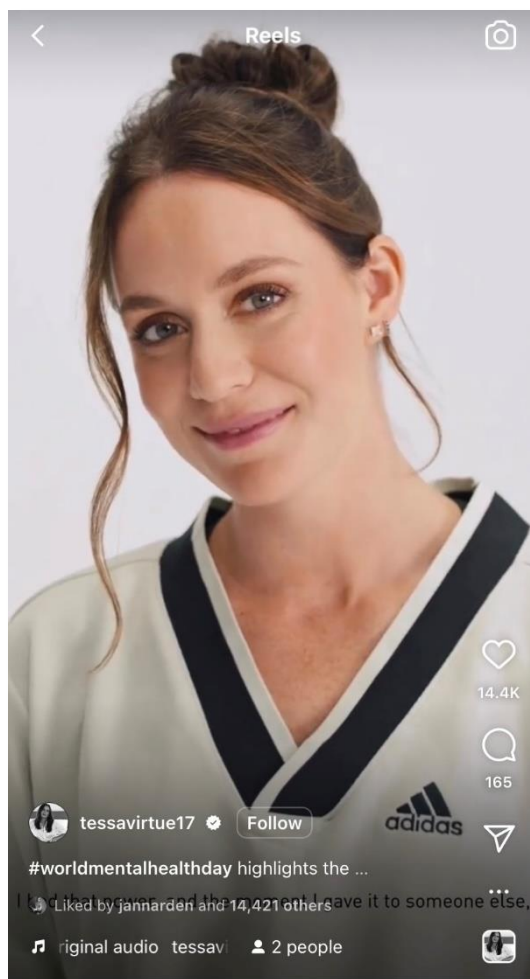
THE GLOBE AND MAIL

THE WALRUS

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.

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:



BUICK



BONLOOK



NESPRESSO



Partnership Opportunities ●





For more information, please contact:

info@thespotlightagency.com

thespotlightagency.com

Contact Us 