



# Pooja ●●● HANDA

*Television and Radio Personality*



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# POOJA HANDA

Television Personality | Co-Host, *The Pooja and Gurdeep Show*

The co-host of CHFI's hit radio show *The Pooja and Gurdeep Show*, Pooja Handa is one of the friendliest voices and faces in Canadian media. She is the former host of *CP24 Breakfast* and regularly appears on popular programs such as *Breakfast Television*. An experienced and engaging media personality, Pooja captures the eyes, ears, and hearts of her audiences.

Pooja began her career in television as a traffic reporter and entertainment host for *Global Morning News* in Toronto in 2003. She joined *CP24* as an anchor and host of *CP24 Breakfast* in 2008, where she helped it become the number one morning show in Toronto. Throughout her decades-long career, she has had the opportunity to cover some of Toronto's biggest news stories and events, including hosting broadcasts for the annual Pride Parade and the Caribbean Carnival Grand Parade, as well as reporting live from the red carpet at the Toronto International Film Festival.

Pooja holds a Bachelor of Arts degree in Women's Studies from York University and a diploma in broadcast journalism from Seneca College. A second generation South Asian Canadian, Pooja is very active in her community; she has worked with several charities and continues to mentor young women in their career paths.

Outside of work, Pooja can often be found at a Raptors or Leafs game, and she loves trying out new recipes, traveling, and entertaining. Pooja lives with her husband and two young children in Toronto.



# @PoojaHandaTV

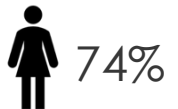
Over **45K** followers on Instagram

## Audience Demographics



25%

27% ages 35-44



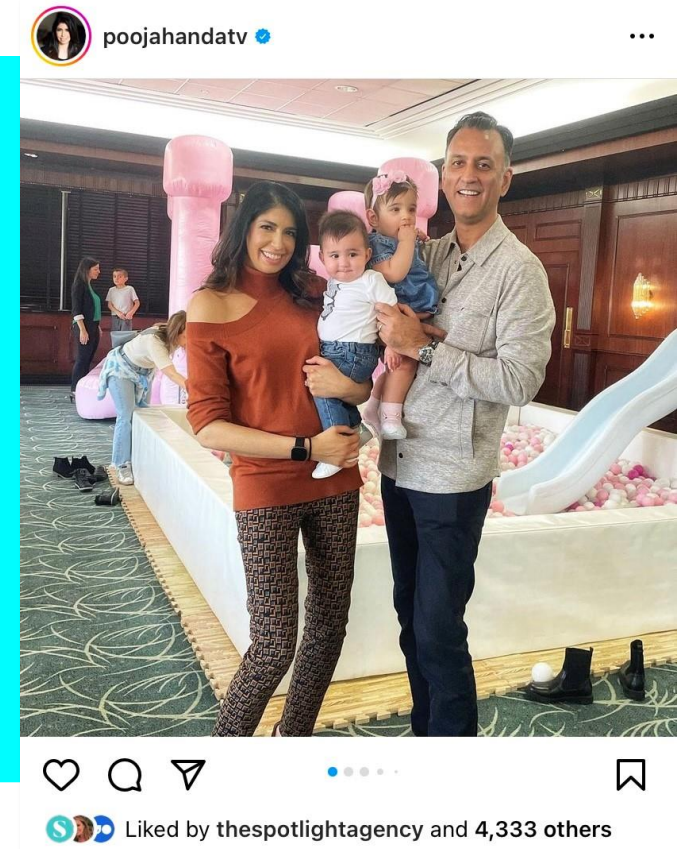
74%

30% ages 45-54

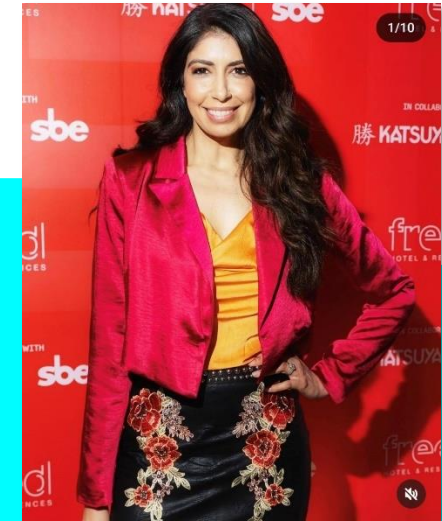
20% ages 55-64

Pooja's followers are over **88%** Canadian!

Top Cities: Toronto, Mississauga, Brampton









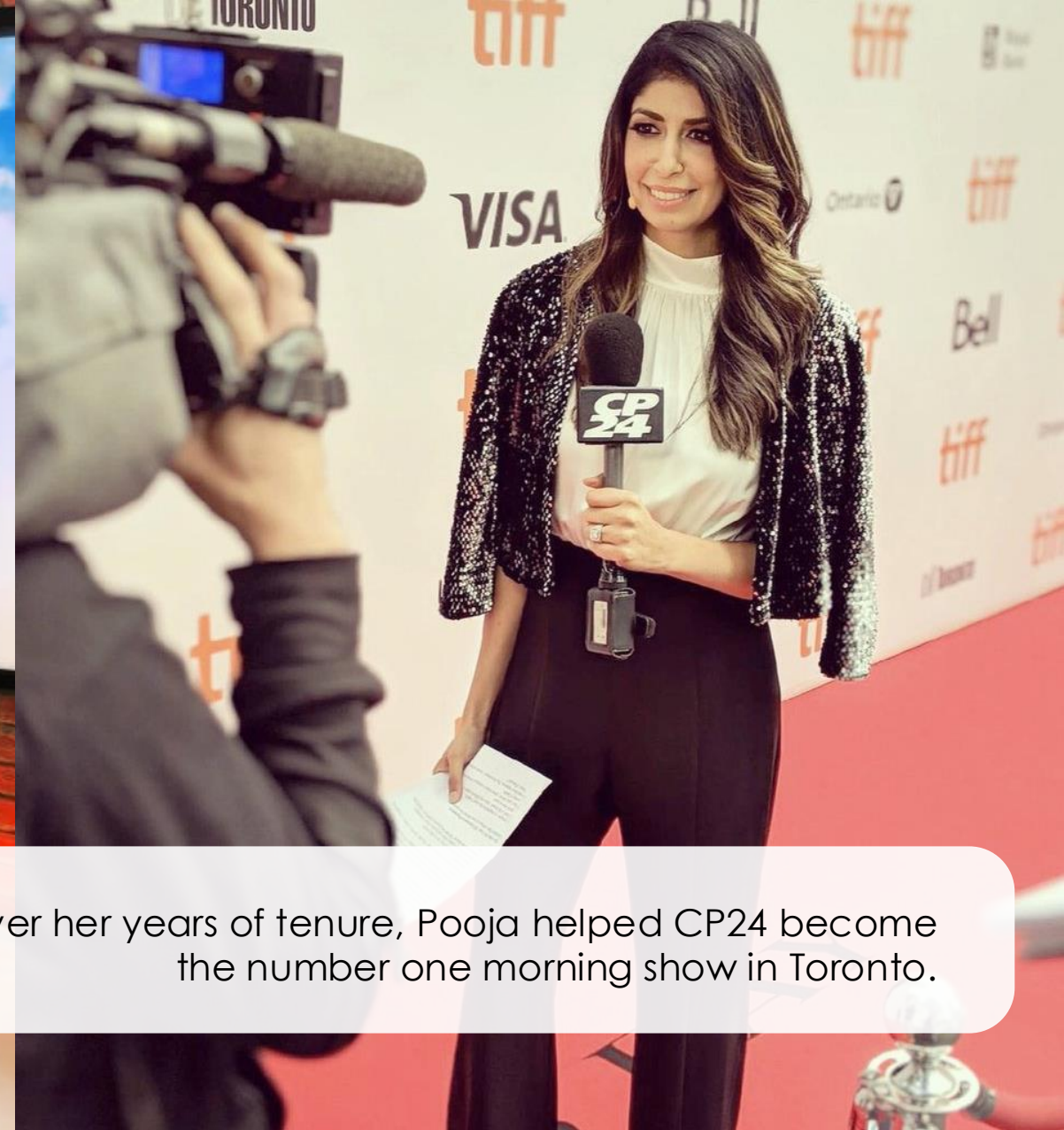
98.1  
CHFI

THE  
**POOJA &  
GURDEEP**  
SHOW



Pooja is the co-host of the hit radio program *The Pooja and Gurdeep Show*.





Over her years of tenure, Pooja helped CP24 become the number one morning show in Toronto.

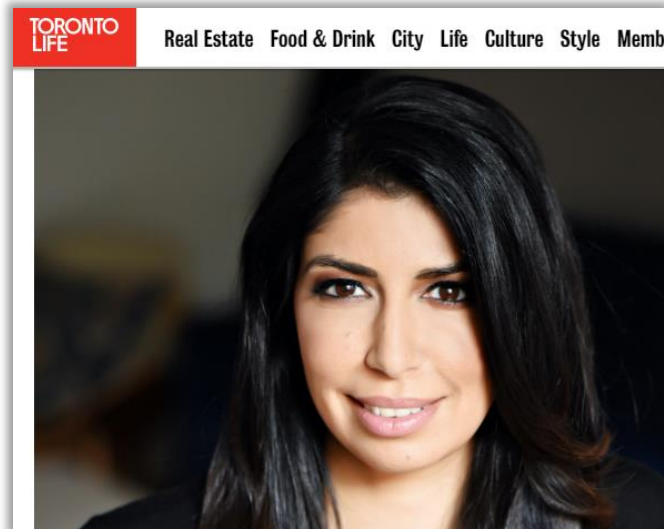




Pooja showcases her unique abilities as an emcee, moderator, host, interviewer and corporate speaker.



WATCH: Pooja on Cityline, 2022



**CP  
24**

**the  
social**





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

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

Past partners:



Cheerios

PORSCHE

JOICO

SickKids®

ESTÉE LAUDER

Partnership Opportunities ●



For more information, please contact:

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