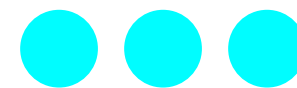




# Lainey

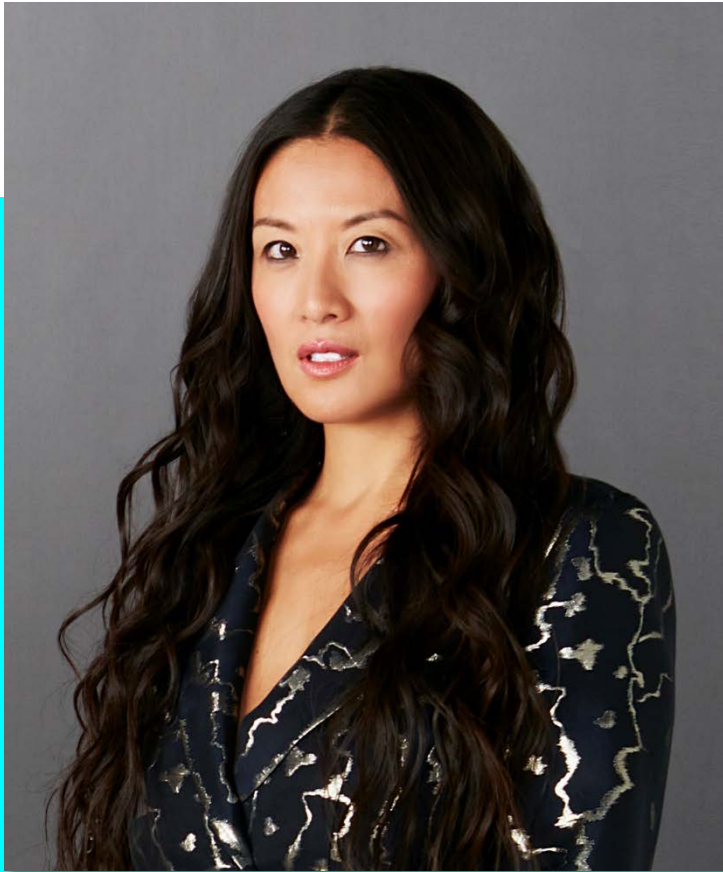
# LUI



*eTalk | Founder, LaineyGossip*



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



# Lainey LUI

eTalk | Founder, LaineyGossip

Elaine “Lainey” Lui is a fixture in Canadian media. A senior correspondent on *eTalk*, and a former co-host on *The Social*, Lainey is known for the wide-range of topics she covers on-air – from the latest in Hollywood gossip and red carpets, to the pressing, current ideas of the day – and is always looking to get to the heart of every issue. Sharp, savvy, relatable, and approachable, Lainey is a natural choice for brand partnerships, event appearances, on-stage hosting, and more.

A bestselling author, Lainey’s celebrated mother-daughter memoir, *Listen to the Squawking Chicken: When Mother Knows Best, What’s a Daughter To Do? A Memoir (Sort Of)*, lays bare Lainey’s personal relationship with her mother, who she is also a caregiver to.

In 2003, Lainey founded LaineyGossip.com, a popular celebrity and pop culture news source. Due to the site’s incredible growth, she has since launched “The Squawk”, an extension of the site that serves as a community hub for her fans. Lainey is also often called upon as a culture and gossip expert, and her TEDx talk *The Sociology of Gossip*, has amassed almost half a million views.

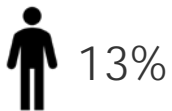
Honoured as one of the “Top 100 Most Powerful Women” by WXN Canada, Lainey’s other awards and accolades include being named one of *Hello! Canada’s* and *Toronto Life’s* best dressed individuals. She has also won a Canadian Screen Award for Best Digital Host for *eTalk’s* Oscars 2019 Red Carpet Livestream.

Lainey resides in Toronto with her husband and dogs.

# SOCIAL MEDIA

210K+ Followers on Instagram and X  
@laineygossip

## Audience Demographics



37% ages 25-34



34% ages 35-44

13% ages 45-54

Top Countries: Canada, USA

Lainey's typical follower is a woman between the ages of 25-44.





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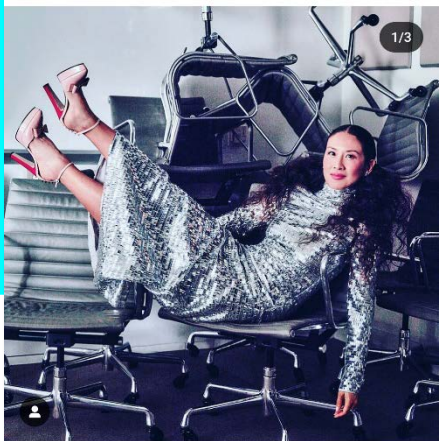
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laineygossip  
Park Hyatt Toronto



laineygossip



Social Media

ELAINE  
LUI of LAINEYGossip

WHEN MOTHER KNOWS BEST,  
WHAT'S A DAUGHTER TO DO?



LISTEN  
TO THE  
SQUAWKING  
CHICKEN

"Compelling,  
insightful program."  
JENNY LAWSON  
author of *Let's Face It*  
*The Love Machine*



A bestselling author, Lainey's celebrated mother-daughter memoir, *Listen to the Squawking Chicken: When Mother Knows Best, What's a Daughter To Do?*, lays bare Lainey's personal relationship with her mother, who she is also a caregiver to.

## Why Lainey Lui Is One Of Chatelaine's 2020 Women Of The Year

The blogger, reporter and television host is a Chatelaine 2020 Woman of the Year for holding others—as well as herself—accountable. Here, she shares her own highlight from this highly eventful year.

By Flannery Dean

November 23, 2020



Lainey Lui in the now infamous Lesley Hampton gown at the 2020 Golden Globes. (Photo: Getty Images)



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THE KIT

TORONTO STAR

TORONTO  
LIFE

CHATELAINE

MACLEAN'S

HELLO!  
CANADA

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

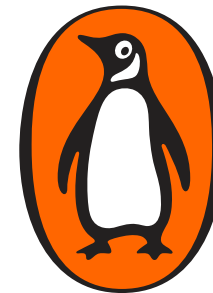
- Spokesperson roles
- Media appearances
- Digital video and television ads
- Event hosting
- Guest appearances
- Lainey also uniquely offers opportunities for brands to advertise on LaineyGossip.com and on her podcasts "Show Your Work" and "What's Your Drama".

Past partners:

**Cottonelle**  
**RW & CO.**



**VICHY**  
LABORATOIRES



Penguin  
Random House  
Canada

Partnership Opportunities ●



For more information, please contact:

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

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