



Traci Melchor ETALK Reporter

Beloved for her outgoing and lively personality, Traci Melchor has been an icon on the Toronto entertainment scene for more than a decade. "I live for Tinseltown gossip and music," says Melchor. Vibrant and witty, this Pickering native always puts a fresh spin on today's hottest entertainment headlines. It comes from years of experience interviewing hundreds of stars, including Diddy, Denzel Washington, Mariah Carey, Madonna, John Travolta, Paris Hilton and Janet Jackson.

Before joining **ETALK** as an entertainment reporter in 2008, Melchor contributed to **ETALK**'s "T'N'T Report" with Tanya Kim, covering the OSCARS®, SuperBowl and co-hosting one of the biggest events of 2007 – CTV's coverage of LIVE EARTH from London's Wembley Stadium. Delivering daily entertainment news hits on CP24, Melchor was also named one of National Post's *Worthy 30* for her contribution to the television industry. Melchor also contributes regularly to CTV News Channel and CHUM FM.

Melchor kicked off her career as host of the legendary RAPCITY on MuchMusic, followed by a move to Citytv Toronto as the station's Entertainment Specialist. From 2000-2005, Traci thrived in L.A.'s celebrity scene, guest starring on hit series CSI: CRIME SCENE INVESTIGATION and LIZZIE MCGUIRE, and reporting from countless red carpets as the Hollywood Correspondent for Star!. Melchor also hosted weekly F.Y.E. – FOR YOUR ENTERTAINMENT, celebrity profiler EXTREME CLOSE UP, and STYLE VIP. A seasoned writer, Melchor has contributed entertainment stories to magazines such as *Elle*, *Essence*, and *Source*. During L'Oréal Fashion Week 2009, Melchor walked in the closing night show, *Dare To Wear Love*, in support of The Steven Lewis Foundation.

Melchor returned to Canada from Hollywood in 2005 to host *MuchMoreMusic*, a move that kept her in the celebrity spotlight and plugged into multi-platinum superstars like INXS, Sheryl Crow and Shakira. Melchor also spoke one-on-one with multi-award-winning music icon Madonna in NYC for the primetime TV special MADONNA: CONFESSIONS.

Off camera, the graduate of Seneca College's Radio and Television Program spends most of her time with her twins Phoenix and Phoebe. "I love balancing being a mom and covering the business. From the hair salon, to fashion shows, to reading the latest kids book and driving the twins to karate and ballet class, my days are hectic. But I wouldn't have it any other way." A true renaissance woman, Melchor supports various charitable organizations and events including Covenant House, Sick Kids Hospital, and Fashion Cares.