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CELEBRITY GRIFFS

Upfront | HOW SHE DOES IT



For Elaine Lui, shown here in CTV's Vancouver studio, rumour-gathering begins at 5:30 a.m.

The gossip hound

Elaine Lui, more famously known as Lainey of www.laineygossip.com, works 18-hour days exposing celebrities behaving badly. Here's how the West Coast star balances the smart with the smut.

BY DENISE BALKISSOON PHOTOGRAPH BY BRIAN HOWELL

Hungry for the latest Brangelina and Britney-Federline news, 150,000 readers a day flock to the Vancouver-based site www.laineygossip.com. Unabashedly catty, the gossip hub was founded in 2005 by webmaster Elaine Lui, 33, then a development officer at the child-welfare agency Covenant House. She's since quit her job to devote her days – and nights – to the project. Lui has broken enough sizzling stories – like Angelina Jolie's decision to give birth in Africa – to earn her a devoted following and, since June 2006, she's been a full-time gossip blogger with regular appearances on radio and CTV. The self-described "Asian Gwyneth Paltrow" has also coined such terms as "gorgessity" (to describe the state of being gorgeous) and GMD: "It means Gay Midget Dwarf, which is what I call Tom Cruise." Here Lui gives us the scoop on golfing, film festivals and her fear of the BlackBerry.

How it all began
When I left my job as a development officer at the University of British Columbia in 2002, two colleagues who relied on me for reading gossip magazines asked me to send them a daily email editorializing the day's celebrity news. They sent it to their friends, and those friends sent it to their friends. Within a week, I had seven people on my list, then 50, then 200. Eventually it got out to 4,000 people.

The list was so large that it crashed my server
So I started the site on a >

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