



FOR IMMEDIATE RELEASE February 9, 2016
Montreal

Partnership between Just for laughs and Amnesia Rockfest !



AMNESIA ROCKFEST REPRESENTED BY THE JUST FOR LAUGHS STRATEGIC ALLIANCES GROUP.

Montreal, February 9, 2016 – The Just For Laughs [Strategic Alliances Group](#) now represents [Amnesia Rockfest](#) - the biggest rock festival in Canada. Taking place in Montebello, Quebec, [Amnesia Rockfest](#) reaches more than 200,000 festival attendees every summer. This music association provides the Group an opportunity to diversify it's offering to current and future clients. [Amnesia Rockfest](#) presented by Budweiser is already sponsored by top brands, including: *Amnesia*, *Budweiser*, *Jägermeister* and *Octane 7.0*. The Group will be seeking new partners for: Official **Collaborator**; **Sponsors** associated with one of the five stages; or to present the famous "camping".

The Just For Laughs [Strategic Alliances Group](#) is now ready to introduce brands/companies to partnership opportunities for this summer's Fest.

The 11th edition of Amnesia Rockfest will be held in Montebello from June 23 to 26, 2016. The festival will begin on Saint-Jean-Baptiste Day (June 23) and will continue with exciting programming on June 24th and 25th. The festival will end with the official "after party" on June 26!

-30-

Marie-Ève Mercure

Directrice Service clients 360 - Alliances stratégiques
Director of Client Services 360 - Strategic Alliances
Juste pour rire / Just For Laughs
Bureau: 514.845.3440 ext: 2526

2101 boul. St-Laurent
Montréal (Québec) H2X 2T5

T : 514 845-3440 poste 2526
hahaha.com