



Montreal, June 29<sup>th</sup>, 2016

*For immediate release*

**THE START OF A SUPERCALIFRAGILISTIC PARTNERSHIP BETWEEN TANGERINE AND THE FESTIVAL JUSTE POUR RIRE**



**Tangerine presents Mary Poppins and the Festival's Delirius cashless reward program**

The [Just For Laughs Group](#) is proud to announce the launch of a new 3-year partnership with [Tangerine](#) as the official bank of Montreal's [Festival Juste pour rire](#). The sponsor will act as the presenter of the Delirius cashless reward program as well as the presenting sponsor of the biggest musical produced by Juste pour rire, [Mary Poppins!](#)

**Forward singing with Tangerine**

Inspired from the famous book by P.L Travers and Walt Disney's movie, the musical [Mary Poppins](#) took the stage at Theatre St-Denis in Montreal on June 15<sup>th</sup>. Directed by Serge Postigo, the show transports us into a magic and unforgettable adventure, young and old alike!

As the presenting sponsor of the show, [Tangerine](#) greeted the attendants of the first few performances with the presence of mischievous chimney sweeps and a photo booth to make the public's experience unforgettable. Every time, four lucky ticket holders were chosen by the chimney sweeps and were upgraded to the best seats of the Théâtre St-Denis.

More surprises are still to come!

### **Forward Banking with the Delirius cashless & rewards experience**

This summer, the [Festival Juste pour rire](#) and Tangerine worked hand in hand to offer you a unique interactive experience: Delirius! For the first time this year, festival-goers won't have to bring cash to the [Festival](#). By activating their given [Tangerine](#) wristband, they'll be able to make cashless payments and participate in the interactive rewards program. Photo kiosks and roaming cameras will be set up throughout the site, with special challenges and contests for chances to win amazing daily and weekly prizes!

Through this immersive cashless rewards program, [Tangerine](#) shows us its forward fun and innovative vision by offering a one-of-a-kind interactive experience of the [Festival](#)!



### **About Tangerine**

Tangerine is a direct bank that delivers simplified everyday banking to Canadians. With nearly 2 million Clients and close to \$38 billion in total assets, we are Canada's leading direct bank. Tangerine offers banking that is flexible and accessible, products and services that are innovative, fair fees, and award-winning Client service. From no-fee daily chequing and high-interest savings accounts, a Credit Card, GICs, RSPs, TFSAs, mortgages and mutual funds, Tangerine has the everyday banking products Canadians need. With over 1,000 employees in Canada, our presence extends beyond our website and Mobile Banking app to our Café locations, Pop-Up locations and 24/7 Contact Centres. Tangerine was launched as ING DIRECT Canada in 1997. In 2012 it was acquired by Scotiabank, and operates independently as a wholly-owned subsidiary.

More information is available at [tangerine.ca](http://tangerine.ca).

### **About Just for Laughs**

The [Just For Laughs Group](#) now offers 360° partnership opportunities and services in 2016, in Montreal ([Festival Juste pour rire](#), [Festival Just For Laughs](#), [Zoofest](#), [Mondial des Jeux, BOUFFONS!MTL](#)) Toronto ([JFL42](#)), and Vancouver with [JFL North West](#). Strategic partnerships with the Just For Laughs Group provides access to a wide variety of audiences including gamers, foodies, families, young connected urbanites, festival-goers and other consumers of all ages.

The Just for Laughs' [Strategic Alliances](#) department creates 360° marketing strategies for brands with any JFL property in Canada. Services include: brand integration, on-site activations, live experiences, social media, exclusive branded content, traditional brand sell media (at

preferential rates), behind the scenes videos and access to artists, comedians, personalities as brand ambassadors. See some examples on their [Vimeo](#) page.

To find out more, write us at: [alliances\\_strategiques@hahaha.com](mailto:alliances_strategiques@hahaha.com)

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