

Press release
For immediate release



JUST FOR LAUGHS GROUP LAUNCHES ITS FIRST FRANCOPHONE DIGITAL COMEDY FESTIVAL, HAHAHA FESTIVAL

MAY 21-24, 2020

Montréal, April 15, 2020 – The Just For Laughs Group is excited to announce the launch of its first Francophone digital comedy festival **HAHAHA FESTIVAL**, taking place May 21-24, 2020. For the first time in the company’s history, the Group will present a four-day online comedy festival to offer you the best francophone “made in” Québec comedy.

As many know, the renowned Juste pour rire Festival, presented by La Capitale Insurance and Financial Services in collaboration with Loto-Québec, has been postponed to Fall 2020. While preparations for the Fall Montréal festival are underway, the Group is committed to offering top-rated comedy content to Quebecers and francophone audiences across the world. By taking their French shows digital, the Group hopes to reach their online comedy community that may be in search for laughter and cheering up during these trying times.

*"With more than 20 shows spread over 4 days, this festival will provide all those living in confinement around the world, a comedy rendezvous not to be missed this Spring!! says **Patrick Rozon**, vice-president of French content for the **Just For Laughs Group**. "We are so pleased to be able to create a new opportunity for Quebec artists", he concludes.*

The **HAAAAHA FESTIVAL** will be accessible via the **Just For Laughs Group** website, at **hahaha.com** thanks to the Quebec platform lepointdevente.com, both for ticket purchases and for viewing. Also, in collaboration with lepointdevente.com, the **Just For Laughs Group** is working to develop an infrastructure that will allow the public to interact with comedians in real time.

The lineup will be unveiled in the coming weeks as well as ticket sales info to attend this world premiere.

About Just For Laughs Group

Founded in 1983, Just For Laughs Group is the world's largest player in the comedy industry. Under the management of the CH Group, Bell Media and ICM Partners, the company is positioning itself as an international power for multi-platform comedy content creation. Each year, it entertains millions of spectators with festivals on Canadian and international stages, from Montreal — the world's largest comedy event — to Toronto, Vancouver, Sydney and Bermuda. The Group programs thousands of comedians from Canada and abroad, including established and up-and-coming artists; sets up its own comedy shows and musicals; produces touring shows; broadcasts digital and television content (including Les Gags, programmed in 150 countries and followed by 10 million Users on YouTube); manages talented designers and is behind the ComedyPRO and JPR Pro professional gatherings. hahaha.com

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Source: Just for Laughs Group

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