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NEW PARTNERSHIP BETWEEN KIA CANADA AND THE JUST FOR LAUGHS FESTIVAL



KIA will present Juste Pour Rire en direct and the Last Minute Ticket Office

The [Just For Laughs Group](#) is proud to announce the beginning of a new 3-year partnership with [Kia Canada Inc.](#) as the Official automotive partner of the [Just for Laughs Festival](#) and the presenting sponsor of the *Juste pour rire en direct* set.

“As the Official Automotive Partner, Kia Canada is extremely proud to be partnering with Montreal’s annual Juste pour rire comedy festival”, said Ted Lancaster, Vice President and Chief Operating Officer (COO), [Kia Canada Inc.](#) “This is another example of Kia’s commitment to build our presence in Quebec, an important market for us.”

With this new partnership, [Kia](#) deeply embeds itself into Quebec’s unique culture through the comedy world, a great occasion to reach all Québécois and take part in the joie de vivre of Montreal. The [Festival](#) is the first step in a series of projects involving Just for Laughs and Kia, where you will really see the Kia slogan “The Power to Surprise” come alive!

Original content and brand experience

[Just for Laughs](#) and [Kia](#)’s teams are already working hand in hand to build a unique brand integration at the Festival and to create an unforgettable experience for you this summer!

Presented by [Kia](#), this summer’s ***Juste pour rire en direct*** show will be hosted by the energetic [José Gaudet](#), and will feature interviews with comedians, live performances and quirky behind-the-scenes videos. Humorous capsules specially produced for [Kia](#) by [Just For Laughs](#) will also be broadcasted during the show. Combining laughter, brand integration and original content, they will highlight [Kia](#)’s cars visibility all over Quebec, and will show you that it is not only in Montreal that we laugh in July! Not-to-be-missed!

[Kia](#) will also be the presenting sponsor of the Last Minute Ticket Office of the [Just For Laughs Festival](#). Located in a central selling point of the [Festival](#)'s site, festivalgoers will be able to buy tickets and gather information about the shows. The perfect place to look for exclusive offers... And as a way to cater to the existing KIA car owners, there will be a fast lane available! Simply show your car keys to avoid waiting in line.

Just for Laughs moves with style, thanks to Kia!

To highlight this great partnership, [Kia](#) will be offering the [Just for Laughs Group](#) a brand new [Kia Soul](#) for their corporate usage. *"We are proud to provide Juste pour rire a brand new 2016 Soul, made for urban versatility and because it's the perfect reflection of both our personalities: stylish, daring and fun."* said Mr. Lancaster.

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

About Kia Canada

[Kia Canada Inc.](#) is a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 1999 and sells and services high quality, class leading vehicles like the Soul, Forte, Optima and Sorento through a network of 190 dealers nationwide. Kia Canada Inc. employs 149 people in its Mississauga, Ontario headquarters and four regional offices across Canada. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.