



FOR IMMEDIATE RELEASE January 19, 2016
Montreal

Just For Laughs announces exciting new programs and services for 2016!

The Just For Laughs Group now offers 360° partnership opportunities and services in 2016, in **Montreal** ([Festival Juste pour rire/ Just For Laughs Festival](#), [Zoofest](#), [Mondial des Jeux](#), [BOUFFONS!MTL](#)) **Toronto** ([JFL42](#)), and NOW in **Vancouver** with [JFL NorthWest](#). Strategic partnerships with the Just For Laughs Group provide 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.

Among the new features likely to attract sponsors in **Montreal** this summer:

- The biggest comedy festival in the world; the **Just For Laughs Festival**
- **JFLs ComedyPRO**, the most important annual gathering of the heavy hitters in television and comedy.
- The high-flying musical **Mary Poppins**
- French adaption of **Romeo and Juliet** (Roméo et Juliette)
- A new food court and **VIP areas** headed by **Relais et Chateaux Chef Jérôme Ferrer**
- **Cashless + 20 interactive terminals**
- **BOUFFONS!MTL** making a strong comeback to celebrate the Montreal gastronomy
- New “**Spot ZOO FEST**” outdoor programming will run for 18 days
- **OFF-JFL@ Zoofest** which features some of the edgier comics

More details about Montreal opportunities:

Just for Laughs and JFL ComedyPRO

In 2015, the Just For Laughs Festival in Montreal featured the biggest comedians and celebrities including Kevin Hart playing to a sold out Bell Centre, as well as Dave Chappelle, Mike Myers, Neil Patrick Harris, Trevor Noah, Jane Lynch, Sir Patrick Stewart, amongst many others! You never know what’s going to happen in Montreal as the Festival included surprise appearances by Louis CK and Aziz Ansari. **JFL ComedyPRO** is the most important annual global gathering of the biggest players in the comedy world. Last summer featured a Live Read of The Big Lebowski directed by Jason Reitman and starring Michael Fassbender, Jennifer Lawrence and Dennis Quaid. Our **Just For Laughs Awards Show** is one of the stand-out events at the Festival: previous winners include: Amy Poehler, Andy Samberg, Chelsea Handler, Garry Shandling, Judd Apatow and Seth Rogen!



Mary Poppins comes to town

This much anticipated musical, based on the work of PL Travers and the Walt Disney motion picture company, will be directed, translated and adapted by Serge Postigo. Distribution includes Joëlle Lanctôt, René Simard and Jean-François Poulin. The presenting sponsors will benefit from exclusive content, such as behind the scenes capsules by Serge Postigo.

Classical Theater

In the summer of 2016, Shakespeare's, *Romeo and Juliet*, will be directed by none other than Serge Denoncourt. After the success of *Cyrano de Bergerac* in 2014 and *The Three Musketeers* last summer, he's back for a third co-production with Just for Laughs and Théâtre du Nouveau Monde. Exclusive branded content from the production will be available.

VIP Platinum and catering area by Jérôme Ferrer

On the site Just for Laughs Festival next summer, Jérôme Ferrer, *Grand Chef Relais & Châteaux* and co-owner of the renowned Europea restaurant, the second best restaurant in the world according to TripAdvisor, will lead the restauration services for festival goers. He will also lead the culinary experience at the **Platinum VIP Evenings**, an upscale hospitality experience available for corporations wishing to create a memorable evening for their best clients.

Cashless and interactive stations

20 interactive cashless terminals, using RFID technology, will be placed on hot spots of the Just for Laughs Festival site. In collaboration with [Connect&Go](#), cashless terminals offer opportunities for brand activation, content sharing with social media extensions.

New Last Minute Box Office (LMBO)

This transactional area (50,000 transactions in 2015) will be ideal for sponsors wishing to interact with festival-goers. The LMBO clients can be seated comfortably, receive information about the shows and enjoy animated displays. The LMBO will offer cashless payment through four terminals.

Juste pour rire en direct TV Show

This live broadcast is the number one rated show of the summer in Quebec. The provincial broadcast is available for the first time in 5 years and offers incredible ROI to the associated sponsor. Presenting status offers **21 live shows** of 30 or 45 minutes including brand sell media, station promos, branded content, product placement, opening & closing billboards, bumpers, and digital media platform extensions.

ZOOFEST is still growing!

ZOOFEST is the biggest of the young festivals in Montreal (over 100,000 spectators in 2015). Well known to present the new generation of comedians, the festival will be more multidisciplinary in 2016. ZOOFEST now also offers a gathering place for its young community. The "Spot Zoofest" will present 18 days of outdoor programming, a trendy ambiance and lots of surprises. Spot Zoofest will be the central point to access all the indoor shows. Thanks to important media partnerships with V and CKOI 96,9FM, ZOOFEST will be buzzing more than ever.

Bouffons Mtl

In collaboration with the JFL Festival, **Bouffons Mtl** is back for a second year to celebrate the diversity and quality of Montreal gastronomy. **Bouffons Mtl**, a one kilometer strip of restaurant terraces, food trucks, open sky bars, culinary presentations and wine tasting, sets up on a popular section of Sainte-



Catherine Street. **Bouffons Mtl** which served over 100,000 meals in 2015 is available for sponsors looking to connect foodies with their brand.

Contact us for further information: mailto:alliances_strategiques@hahaha.com

