

MOONTOWER JUST FOR LAUGHS AUSTIN

THE WORLD RENOWNED JUST FOR LAUGHS EXPANDS THEIR
NORTH AMERICAN REACH,
AND PARTNERS WITH AUSTIN'S LEADING
MOONTOWER COMEDY FESTIVAL TO LAUNCH
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COMING APRIL 2022!

Montréal/Austin, September 24, 2021 - The preeminent Just For Laughs and Moontower Comedy Festival produced by the Paramount Theatre, are ecstatic to announce that the two revered comedy institutions are partnering to launch ***Moontower Just For Laughs Austin***, slated to take place April 2022 in Austin, Texas.

Just For Laughs is continuing to grow their internationally recognized comedy brand by partnering with Austin's treasured Moontower Comedy Festival to create an inimitable comedy experience that combines the forces of leading global comedy curators Just For Laughs with the intimate comedy feel of Moontower. Together, this will be one of the best experiences for comedy fans and comedians in the United States, in one of the best cultural cities in North America.

Austin is home to many prestigious and established festivals and events including SXSW, the Grand Prix, and Austin City Limits Festival, to name a few. Bearing this in mind, festival organizers believe that ***Moontower Just For Laughs Austin*** has the potential to be a fan destination event where comedy and culture intersect to create an all-encompassing experience.

"This is an amazing opportunity for two generational comedy organizations, respected by the comedy industry at large, to work together to create an amazing festival for fans and artists", shares **Charles Décarie, CEO of Just For Laughs Group**. "Pairing Just For Laughs' international success with Moontower's devoted fans and attendees, we

have a great foundation to build something extraordinary. We are so excited to grow this event and see what ***Moontower Just For Laughs Austin*** has in store for next Spring,” adds **Bruce Hills, President of Just For Laughs**.

“We have long admired Just For Laughs, not just as the creator of a world-renowned festival, but for all they bring to our industry,” says **Lietza Brass, Moontower Comedy Festival Co-Founder and Director**. “In our early years we looked to the Montreal festival for inspiration as we modeled Moontower. We are beyond excited to partner with Just For Laughs because we know that, with our comedic powers combined, we are building something very special and enduring for Austin.”

In keeping with both Just For Laughs and Moontower Comedy Festival’s missions to curate a diverse lineup featuring the world’s best comedians, podcasters, and performers, programmers from both festivals—along with Moontower Co-Founder Colleen McGarr—are collaborating to forge a powerhouse comedy event!

Moontower Just For Laughs Austin promises to add even more venues to the 2022 Festival, extending the festival from 4 to 10 days, and add even more specialty programming. Details pertaining to the 2022 Festival lineup will be revealed in the coming months.

Further updates will follow in the coming months.

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About the Just for Laughs Group

Founded in 1983, the Just for Laughs Group is the most important player in the global comedy industry. Under the management of Groupe CH, Bell Media and ICM Partners, the company is an international powerhouse in the creation of multi-platform comedy content. Every year, it entertains millions of spectators with its festivals on Canadian and international stages, in Montréal – the biggest comedy event in the world – as well as in Toronto, Vancouver, Sydney and Bermuda. The Group organizes shows featuring

thousands of comics from Canada and other countries, including established artists as well as up-and-comers; stages its own comedy shows and musicals; produces touring shows; broadcasts digital and televised content (notably Gags, which is shown in 150 countries and followed by an online audience of ten million on YouTube); manages talented artists; and is the originator of the ComedyPRO and JPR Pro industry conferences. www.hahaha.com

About Moontower Comedy Festival

Established in 2011 by the Paramount Theatre and Cap City Comedy Club in Austin, Texas, the Moontower Comedy Festival is known for being a world-class festival experience centered around both fans and comedians alike. Praised by attendees as “a comedy lover’s dream,” Moontower deftly balances star power, cult favorites, emerging talent, and local, Austin-based favorites. As the festival takes over 10+ venues each year in downtown Austin, it doubles as a celebration of the “keep it weird” city that thrives off that live show energy and lifts up artists of all kinds. In addition to the festival, Moontower Comedy Presents brings stand-up, podcasts, and special events to Austin year-round. Moontower Comedy and the Paramount Theatre are 501(c)3 nonprofit organizations.

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