



THIS SUMMER JUST FOR LAUGHS & WELCOME HALL MISSION JOIN FORCES TO HELP MONTREALERS TAKE CARE OF ONE ANOTHER

With the goal of raising money and awareness for Welcome Hall Mission's Montreal Helps Montreal campaign, Just For Laughs will facilitate the installation of devices throughout the festival site where users can simply tap and donate.

Montreal, July 18, 2022 – With summer upon us and festival season in full swing, right now is a perfect time to enjoy our world class city, but some Montrealers need a little bit of help and support to thrive. This year, while fans of comedy are taking in the “sites” and sounds of Just for Laughs MONTRÉAL which returns this year as a fully in-person event between July 13-31, **Just For Laughs Group – Groupe Juste pour rire** and **Welcome Hall Mission / Mission Bon Accueil** have **joined forces to encourage** them to share the joy and tap to give.

As part of **Welcome Hall Mission's Montreal Helps Montreal campaign**, festival goers need only tap their credit or debit cards on the **TipTap devices** (pictured below) which will be located throughout the festival site and at venues where **Just For Laughs and Juste pour rire** shows will be taking place. Providing comedy fans with a quick and easy way to donate to **Welcome Hall Mission**, the **TipTap devices are contactless, and their design makes them easy to spot at each venue**. The ease of the one-tap process allows users to donate one of four pre-determined donation amounts, while on the go, in less than 10 seconds.



This summer, the focus of this season's **Montreal Helps Montreal-Montréal aide Montréal campaign** is to highlight Welcome Hall Mission's solution-oriented programs that respond to **youth at risk, families who are disconnected from basic health services and people experiencing homelessness in Montreal**. Mental health support, which happens to be one of Just For Laughs' primary commitments, plays a key role in all these programs and services.

*"We're thrilled to partner with the Just For Laughs / Juste pour rire Group on this campaign," says **Sam Watts, President, Welcome Hall Mission / Mission Bon Accueil**, "and we're looking forward to the support of their dedicated and passionate fans. As a Montreal institution, we are sure they will help us in our efforts to bring solutions to the complex social challenges in our city."*

Charles Décarie, CEO, Just For Laughs Group – Groupe Juste pour rire, also commented *"We welcome the opportunity for our festival to support the Montreal community, whose members are at the core of what we do. It is also tremendously important for us to use our connection with the community to give back. In the world of comedy, mental health is an issue that has a major impact on all areas of the industry. As an organization it is important for us to support the efforts of those who provide mental health services, which is one of the reasons why this collaboration is such a perfect fit."*



TipTap donation devices can be found at the following locations:

- **Place Des Arts (in the lobbies of Salles Duceppe, Maisonneuve, and Wilfrid Pelletier)**
- **Theatre St-Denis**
- **Monument National**
- **Le Gesù**
- **DoubleTree Hotel Lobby**
- **Centre Bell**
- **MTELUS**
- **Studio TD**
- **Club Soda**

Montrealers can look out for the **Just For Laughs Group – Groupe Juste pour rire / Montreal Helps Montreal – Montréal aide Montréal** campaign on local billboards, BIXI stands and STM buses throughout Montreal, reminding us all that we need to look out for one another and take care of each other.

About Just For Laughs Group

Founded in 1983, the Just For Laughs Group is the most important player in the global comedy industry co-owned by 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; Austin, U.S.A., Sydney, Australia and London, U.K. 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 Welcome Hall Mission / Mission Bon Accueil

Established in 1892, [Welcome Hall Mission](#) is the largest doorway to help for Montrealers in need. Many programs are available to support those experiencing homelessness, young mothers, impoverished families and at-risk youth. The Mission aims to provide hope through concrete actions and effective solutions.

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Sources: Just For Laughs – Juste pour rire Group and Welcome Hall Mission / Mission Bon Accueil

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