



**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**

**UNIQUE INCENTIVES LAUNCHED BY CANADIAN AFFAIR WITH
GLOBAL COMEDY LEADER JUST FOR LAUGHS**

8th June 2023 – Canadian Affair, the UK’s largest tour operator to Canada, has teamed up with the global comedy leader, **Just For Laughs**, to offer festival passes to their Toronto and Montréal events this summer. In celebration of this partnership, two agent incentives are being run – one for each event.

The Toronto incentive launched on 7th June. Agents who make a Canadian Affair booking including at least one festival pass to Just For Laughs TORONTO will be entered into a prize draw. The prize includes **return flights to Toronto courtesy of Air Transat, three nights at the Sheraton Centre and passes to Just for Laughs TORONTO for one winner and their chosen companion**. Each booking counts as one entry. The incentive will finish on 11th August with the winner being announced on 29th August.

Taking place between 21st – 30th September, Just For Laughs TORONTO will bring together a host of world-class comedians in venues citywide, and also includes a free street festival.

The Montréal incentive gives Canadian Affair’s agents the opportunity to earn a **£25 Love2Shop e-voucher** on every booking that includes at least one ticket to Just For Laughs **MONTREAL**. This incentive launched on 1st June and will finish on the 30th June, ahead of the event taking place between 14th – 29th July.

Nick Talbot, Head of Marketing at Canadian Affair says, “We are always looking for creative ways to collaborate with our agents. With this new partnership with Just for Laughs, they can share a unique and exciting experience with their customers whilst having the opportunity to benefit from incredible incentives. It’s a win-win situation!”

Jacqueline Grossman, Chief Marketing Officer for Just For Laughs Group added, “We are thrilled to be partnering with Canadian Affair and making it possible for their customers to get even more out of their city break in Montréal or Toronto by coinciding their visit with one of our festivals. At either event, they can look forward to a jam-packed program of events featuring some of the world’s best loved comedians.”

-ENDS-

To find out more about **Just for Laughs TORONTO**, [click here](#).
To find out more about **Just for Laughs MONTREAL**, [click here](#).

About Canadian Affair

Established for over 25 years, Canadian Affair has grown to become the largest specialist tour



operator selling flights & tailor-made holidays to Canada. An extensive collection of holiday types is available including rail, cruise, fly-drives, motorhome holidays and much more, all with the added

protection of ATOL bonding. Canadian Affair award-winning holidays are sold both to the end customer and travel agents.

For additional information, please visit <https://canadianaffair.com>

ABOUT JUST FOR LAUGHS GROUP

Global leader in comedy and home to the #1 Comedy Festival in the World, Just for Laughs Group has been launching and championing top comedic talent - from Jerry Seinfeld, Kevin Hart, Amy Schumer, Ali Wong, Bill Burr, Hasan Minhaj, Jimmy Carr, Trevor Noah, John Mulaney and countless others for close to 40 years. Founded in 1983, the company is a vertically integrated international powerhouse in the creation of multiplatform comedic content. Every year, millions of spectators are entertained at its worldwide festivals, from Montréal – the biggest comedy event in the world – to Toronto and Vancouver, Canada; Austin, U.S.A.; London, UK; and Sydney, Australia; featuring thousands of Canadian and international comedians - from well-established artists to aspiring up-and-comers. With concentrated growth on television development and production, the Group's digital and televised content is shown in over 150 countries and followed by an online audience of over 14 million. In addition, the Group produces touring shows, stages its own musicals, provides talent management services for Quebec artists and is the originator of the ComedyPRO and JPR Pro industry conferences together with the daytime, fan centric, ComedyCON event. For more information, visit hahaha.com.

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