



FOR IMMEDIATE RELEASE

## Canada's Walk of Fame Honoured International Comedy Institution Just For Laughs Group / Groupe Juste pour rire in Montreal, Quebec

**\*\*CLICK [HERE](#) TO DOWNLOAD VIDEO AND PHOTOGRAPHY ASSETS FROM THE EVENT\*\***

**MONTREAL, July 26, 2023** - Earlier today, **Canada's Walk of Fame** celebrated world-renowned **Just For Laughs Group /Groupe Juste pour rire** with a special **Hometown Stars Event**, at home in Montreal, Quebec, where the international comedy institution began. Presented by Scotiabank in partnership with Cineplex, the event was held at the Hilton Doubletree in downtown Montreal, in honour of the organization's 2022 induction into Canada's Walk of Fame.

**Charles Décarie**, President and CEO, Just For Laughs Group / Groupe Juste pour rire, **Bruce Hills**, President, Just For Laughs, and **Patrick Rozon**, Chief Creative Officer, Just For Laughs Group / Groupe Juste pour rire unveiled a commemorative plaque on behalf of the organization, presented by Canada's Walk of Fame President and CEO **Jeffrey Latimer**.

Quebec stand-up comedians **Neev Bensimhon** and **Rachid Badouri** made a special appearance to honour Just For Laughs Group / Groupe Juste pour rire – a global leader in the comedy industry who has been launching the careers of many Canadian comedians for over 40 years and whose festivals is a must-do event for comedy legends and up-and-coming greats worldwide.

As part of their induction to Canada's Walk of Fame, each Inductee receives a \$10,000 donation to the charity or cause of their choice. Just For Laughs Group / Groupe Juste pour rire has selected [Welcome Hall Mission](#) as the beneficiary. In attendance to accept the donation was **Sam Watts**, CEO of Welcome Hall Mission.

The presentation also included a performance from Montreal's indie-pop sensation, [BAYLA](#), the grand prize winner of the 2019 Canada's Walk of Fame RBC Emerging Musician Program.

### **About Canada's Walk of Fame Hometown Stars, Presented by Scotiabank in partnership with Cineplex**

Canada's Walk of Fame is the preeminent national not-for-profit organization that inspires Canadians by proudly shining a light on extraordinary achievers and their journeys, with over 200 inductions in the past 24 years. Canada's Walk of Fame **Hometown Stars, presented by Scotiabank in partnership with Cineplex** launched in 2017, providing all Inductees going forward with an additional opportunity to celebrate their induction in their hometown with a celebration featuring a commemorative plaque unveiling mounted at a unique location of their or their families' choice), special guests, and musical performances. This program is designed by Canada's Walk of Fame to deepen its commitment, broaden its impact and build a more meaningful national platform. Hometown Stars to date include: *David Suzuki, CBC Vancouver, Vancouver, B.C.; Viola Desmond, Halifax Ferry Terminal, Halifax, N.S.; Stompin' Tom Connors, The Stompin' Tom Centre, Skippers Pond, P.E.I.; Seth Rogen & Evan Goldberg, Point Grey Secondary School, Vancouver, B.C.; Jimmy Pattison, Vancouver Convention Centre, Vancouver, B.C.; Col. Chris Hadfield, King George VI Public School, Sarnia, ON; Scott Moir, Heritage Park, Ilderton, ON; Tessa Virtue, Budweiser Gardens, London, ON; Andy Kim, Montreal, QC (to be placed); Bruce Cockburn, Ottawa (to be placed)*. Visit [www.canadaswalkoffame.com](http://www.canadaswalkoffame.com).

**Media Contact: Adrienne Kakoullis, [akakoullis@risepr.ca](mailto:akakoullis@risepr.ca) / 416-450-6637**