

**JUSTE POUR
DIVERTIR
GROUPE**

**JUST FOR
ENTERTAINMENT
GROUP**

**JUSTE
POUR
RIRE**

**JUST
FOR
LAUGHS**

COMEDIHA!

SuperFrancoFête

MARTIN LECLERC
PRODUCTIONS

AMJZ

Communiqué de presse
Pour diffusion immédiate

Following the acquisition of the brand by Just for Entertainment Group
JUST FOR LAUGHS: MORE INTERNATIONAL THAN EVER

Quebec City, Tuesday, October 29, 2024 - Juste pour divertir / Just For Entertainment (formerly ComediHa!), which recently acquired Juste pour rire / Just For Laughs, is proud to relaunch the brand's international activities at full steam. Beloved around the world, Just For Laughs is forging ahead with new events such as the newly announced Just For Laughs Québec festival with the goal of maintaining its position as the world leader in comedy.

2025 will be a year of laughter across the globe thanks to Just For Laughs and its wide range of events. It all starts in Sydney in November (2024), then heads to Bermuda for the biggest comedy event on the island, where even the palm trees will be bending over with laughter from January 22 to 25. Next up is Vancouver, hosting a major 10-day festival from February 13 to 22, followed by Montréal from July 16 to 27, Toronto in September, and of course Québec from August 6 to 17, just recently announced, which strengthens the Just For Laughs brand in new markets. Proof that comedy never take a vacation!

JUST FOR LAUGHS BERMUDA UNVEILS ITS LINEUP

The 17th Just For Laughs Bermuda Festival, from January 22 to 25, 2025, will feature a roster of local and international talent. Alonzo Bodden, an island favourite and festival stalwart for 15 years, will take the stage as host of five galas. These galas will feature one of Bermuda's favorite comedians, Canadian Matt Wright, local artist Jonathan Young, comedian and humourist Erica Rhodes, and special guest Gina Yashere, from the popular American TV series BOB ♥ ABISHOLA. To all those with both feet in the snow (or in the sand!), tickets go on sale November 6 at 7 a.m. at comedyevent.bm.

About Just For Entertainment

Since it was founded in 1997, Just For Entertainment / Juste pour divertir (formerly ComediHa!) has firmly established itself as an international entertainment leader in the world of live shows, television, film, and festivals.

In 2024, the acquisition of the Just For Laughs Group added to ComediHa's strengths and values. We solidified our position as the benchmark in the comedy industry for "making people laugh around the world." Established in 1983, Just For Laughs is internationally renowned for organizing the world's largest comedy festival, attracting millions of visitors to Montreal and Quebec City. It's also celebrated for its role in promoting comedy worldwide and for catapulting the careers of countless comedy stars.

Today, Just For Entertainment goes far beyond comedy to deliver a diverse range of content, including music, drama, and so much more. Our talented team is made up of nearly 200 permanent employees and 6,000+ temporary employees and collaborators, who always bring their shared passion and creativity to the table.

Our mission is clear: bring together talent to create a world of entertainment through inspiring brands and content.

Our brands and products now captivate hundreds of millions of viewers around the world via our broadcast partners, festivals, social media, and digital platforms, which are followed by over 70 million engaged fans and have accumulated over 100 billion views so far.