



Press Release
For Immediate Distribution

Partners in laughter from July 16 to 27, 2025

**Loto-Québec confirms its commitment as a
signature partner of the 2025 Just For Laughs Montréal Festival**

Québec, November 22, 2024 – Just For Laughs is proud to reveal Loto-Québec as a signature partner of the 2025 Just For Laughs Montréal Festival. Partners in laughter and happiness, Loto-Québec reinforces its commitment alongside the world's biggest comedy festival, which has welcomed tens of millions of festivalgoers over more than 40 years, and whose group has now amassed over 70 million subscribers on its various digital platforms.

“This irreplaceable support from Loto-Québec consolidates our position as a leader in the comedy industry and allows us to prepare a memorable edition for 2025. Loto-Québec is a key partner in our mission: to make the world laugh, everywhere, and especially in Montréal,” declares Sylvain Parent-Bédard, President and Chief Executive Officer of Just For Laughs.

“It is with great pride that we will once again be supporting the Just for Laughs Montréal Festival as part of the Rendez-vous Loto-Québec in 2025. We are very pleased to play a role in showcasing Québec’s comedy and highlighting Montréal’s radiance by contributing to this world-renowned festival. Next summer, the Just for Laughs Montréal Festival will offer a unique opportunity to be entertained and to discover a multitude of local talent,” says Benoit Lefrançois, Corporate Vice-President of Responsible Commercialization, Social Responsibility and Public Affairs of Loto-Québec.

The Just For Laughs Montréal Festival is a world famous gathering for comedy, bringing together hundreds of artists and thousands of artisans from the English and French-speaking worlds each year. Together, they celebrate comedy in all its forms, in a unique spirit of festivity and collaboration, to the delight of all comedy lovers.

“This partnership promises a rich, exclusive, and diverse program, especially designed to bring families and friends together in a spirit of joy and conviviality. Thanks to the support of Loto-Québec, we will be offering a program combining stand-up comedy, visual comedy, musical comedy, interactive shows and free outdoor events to provide memorable and unique moments for over a million festivalgoers,” states Josée Charland, head of French programming.



About Just For Laughs

Created in 1983, Just For Laughs is a world leader in comedy. Just For Laughs organises numerous festivals, including the world's largest comedy festival in Montréal. The company has launched the careers of many renowned comedians and entertained millions of spectators each year through its festivals and content broadcast in more than 150 countries. Just For Laughs manages the careers of artists and produces shows, musicals, television series and films. Just For Laughs is also the organiser of the annual ComedyPRO conference.

Just For Laughs is a leading brand of the **Just For Entertainment Group** which, since its foundation in 1997, has established itself as an international leader in creating a world of entertainment. Just For Entertainment was historically known as ComediHa!

Just For Laughs Montréal Festival

July 16 to 27, 2025

[Website: hahaha.com](http://hahaha.com)