

# JUST FOR LAUGHS

## JUST FOR LAUGHS GROUP EXPANDS THEIR PARTNERSHIP WITH BENEVA, THE LARGEST INSURANCE MUTUAL IN CANADA

THE MAJOR PRESENTING SPONSOR OF  
MONTREAL'S JUST FOR LAUGHS FESTIVAL WILL NOW  
ALSO BECOME PRESENTING SPONSOR OF  
TORONTO'S JUST FOR LAUGHS FESTIVAL

**TORONTO AND QUEBEC CITY, February 9, 2022**—Just For Laughs Group is excited to reveal that Beneva, born from the coming together of La Capitale and SSQ Insurance, is expanding their partnership as the presenting sponsor of the upcoming Toronto festival following two successful years as the presenting sponsor of the Montreal's Just For Laughs festival. Scheduled to take place in late 2022, the return of this year's Just For Laughs festival in Toronto will be one of the most highly-anticipated events of the year.

“We are very excited to continue to build on our existing relationship with a leading organization like Beneva, and are looking forward to our two companies continuing to work together in achieving our mutual goal: to present a premium comedy festival experience in Toronto later this year,” adds Charles Décarie, President and CEO of Just For Laughs Group.

“Over the last two years, Beneva has been a significant and valued partner in the success of Just For Laughs MONTRÉAL. It is a prestigious partner to have onboard for our Toronto festival, especially as we continue to grow and extend its reach,” shares Bruce Hills, President of Just For Laughs.

“We're delighted to expand our partnership with the Just For Laughs Group. As a national Canadian insurance company, it's a natural step for us to take part in presenting the Just For Laughs festival in Toronto and thereby help offer a highly entertaining experience. Being a partner for this event will also enable us to grow our new brand's visibility across the country,” said Jean-François Chalifoux, President and CEO of Beneva.

Details regarding the upcoming 2022 Just For Laughs festival in Toronto will be revealed in the coming months.

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## **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](http://www.hahaha.com)

## **ABOUT BENEVA**

Created by the coming together of La Capitale and SSQ Insurance, Beneva is the largest insurance mutual in Canada with more than 3.5 million members and customers. Beneva employs over 5,000 dedicated employees: people looking out for people. Its human approach is rooted in mutualist values that are shared by its employees. With \$25 billion in assets, Beneva positions itself as a major player in the insurance and financial services industry. Its head office is located in Quebec City. For more information, please consult [beneva.ca](http://beneva.ca).

*Policyholders of contracts issued by an insurance company of Beneva Group Inc. are members of SSQ Mutual and La Capitale Civil Service Mutual.*

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