



# The Just For Laughs Festival Launches APRIL SERIOUS DAY

**1569 Tickets—Name Your Price!**  
**\$10 Bills for Only Five Bucks!**

**(No Joke.)**

Let's be honest...is anybody actually "fooled" on April 1<sup>st</sup> anymore? The so-called "jokes" and stunts are yawningly predictable, and can be seen coming from a mile away.

Which is why April 1<sup>st</sup> is the **one day** of the calendar year that the Just For Laughs Festival presented by Videotron in association with Loto-Québec takes seriously. Very seriously. So seriously, that it is announcing the death of April Fools Day and the launching of a new annual celebration: **April Serious Day**.

To mark the first-ever April Serious Day, the Festival is planning a two-pronged attack to delight mankind in general, and its legion of fans in particular, on Friday, April 1, 2011.

Stage One is a **"Pay What You Want"** ticket bargain binge to take place at the Grand Hall inside the lobby of Place des Arts.

**Starting at 10:00 a.m. and running until 2:00 p.m.**, 1569 tickets to some of the Just For Laughs Festival presented by Videotron in association with Loto-Québec's most popular shows will be available, one pair per customer, for whatever amount the customer is willing to pay.\* No reasonable offer will be refused...but fans are urged to be reasonable. The list of shows and quantities are as follows:

- 200 tickets available for *Les Fourberies de Scapin* presented by *Groupe Financier Banque Nationale* starting June 16th at The Monument-National
- 100 tickets available for *Le Petit Roy* presented by *Capital One* starting July 5th at Théâtre Saint-Denis
- 100 tickets available for *Torture* de Jean Marc Parent starting July 6th at Théâtre Maisonneuve de la Place des Arts
- 300 tickets available for *Les Confessions de Stéphane Rousseau* presented by *Investors Group* starting July 6th at Wilfrid-Pelletier de la Place des Arts
- 92 tickets available for the *La soirée Grande Première* Videotron Just For Laughs Gala hosted by Eric Salvail, July 12th and 13th at the *Place des Arts, Salle Wilfrid-Pelletier*
- 92 tickets available for the Videotron Just For Laughs Gala *Êtes-vous déprimé?* hosted by Laurent Paquin, July 14th and 15th at the *Place des Arts, Salle Wilfrid-Pelletier*
- 92 tickets available for the *Videotron Just For Laughs Gala Français*, July 16th and 17th at the *Place des Arts, Salle Wilfrid-Pelletier*
- 92 tickets available for the *Party à Mercier* Videotron Just For Laughs Gala hosted by Jean-François Mercier, July 18th and 19th at the *Place des Arts, Salle Wilfrid-Pelletier*
- 92 tickets available for the *Bilan Nantel 2011* Videotron Just For Laughs Gala hosted by Guy Nantel, July 20th and 21st at the *Place des Arts, Salle Wilfrid-Pelletier*

- 92 tickets available for the *Soirée New York Videotron Just For Laughs Gala* hosted by Gregory Charles, July 22nd and 23rd at the *Place des Arts, Salle Wilfrid-Pelletier*
- 92 tickets available for the *Évènement Jean-Marc Parent*, July 24th at the *Place des Arts, Salle Wilfrid-Pelletier*
- 100 tickets available for *The Nasty Show* starting July 14th at *Club Metropolis*
- 125 tickets available for *The Ethnic Show* starting July 21st at *Club Soda*

Stage Two of April Serious Day is a 50%-off Sale on \$10 bills. It's that simple. \*\*

Again starting at 10:00 a.m. and running to 2:00 p.m., fans are urged to show up to the **Just For Laughs 50%-Off Cash Booth** (also in the Grand Hall of Place des Arts) where they will be able to buy one of 500 crisp, new \$10 bills for only \$5.00. There are no restrictions on how people can spend this windfall profit...but a quick trip to the **"Pay What You Want"** event would not go unappreciated.

Tune into ``Les Midis de Véro`` on the Rythme FM Network for live coverage of this seriously unique event.

April Serious Day. A new initiative from Just For Laughs.

This year. And every year from here on.

No joke.

Seriously...

Just try us.

***\*The very basic, large-type fine print: Unfortunately, we have to charge a \$5 administrative fee per ticket. Other than that, there is no minimum charge. Offer is limited one pair per customer to fans that show up in person at Place des Arts, and is not available by phone, the Internet or at other Festival venues. Tickets will be distributed on a first-come, first-served basis, until quantities are depleted.***

***\*\*The very basic, large-type fine print: One \$10 bill per person, limited one per customer to the first 500 fans that show up in person at Place des Arts. Offer is not available by phone, the Internet or at other Festival venues. Money will be distributed on a first-come, first-served basis, until quantities are depleted.***

### **About the Just For Laughs Group**

Founded in 1983, the Just For Laughs Group's growth is concentrated on four major focal points: Festivals (in Montreal, Toronto and Chicago); television production (most notably Gags seen in 135 countries and on 95 airlines); live shows (Canadian tour dates for Jerry Seinfeld, Jeremy Hotz, John Pinette, Louis C.K., the Capital One Just For Laughs Comedy Tour, North American dates for Family Guy Live! hot dog eating contests; and talent management. Its inaugural Montreal Festival, 28 years ago, is now the world's largest and most prestigious comedy event welcoming 2 million people each summer. The Group has offices in Montreal, Paris, Los Angeles, Toronto and London.

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*Source:* Just For Laughs Festival presented by Videotron in association with Loto-Québec

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