

FOR IMMEDIATE RELEASE

Iconic comedy festival in Canada's Capital Region renamed Alterna Savings Crackup

Ottawa, ON (September 9, 2016) One of Canada's most recognizable comedy events has a new name as a result of a three-year title sponsorship. Cracking-up the Capital is now the **Alterna Savings Crackup** comedy festival – a name change that reflects the growing significance of the festival in the Capital Region.

To “crack up” is to cause to laugh out loud. This is the aim of the festival – to make all audiences laugh loudly and raise funds for mental health. With the support of Alterna Savings, the Crackup comedy festival is better positioned to reach their ambitious goal of raising \$150,000 in 2017 through festival events such as their Guinness world record attempts and a comedy celebrity dinner. The funds raised will support mental health community partners and programs that provide direct access to care.



The festival title change also better aligns with the event web address www.crackup.ca making the festivals site easier to find and strengthening the brand.

Along with the recent name change comes a new and happier logo. The cheerful hand lettered design was thoughtfully conceived to reinforce the comedic aspects of the festival. A smile under the word “up” is cheerful and optimistic. The colours complement the title sponsor logo colors while also being soothing and welcoming.

Alterna Savings Crackup comedy festival brings people together for positive change, this new identity will help them do that more effectively. They are now better able to include partner branding on event collateral and to include partners in Crackup branded events, while continuing to attract some of the top comedic talent from around the globe including: Colin Mochrie, Gerry Dee, Chuck Byrn, Joey Elias, Trent McClellan, Mary Walsh, Patrick McKenna, John Wing, and many more!

Over the summer months, the Alterna Savings Crackup comedy festival also worked alongside comedy partners Absolute Comedy and Yuk Yuk's Ottawa to find Ottawa's greatest comedic talents. The winners will have the opportunity to take the stage at Alterna Savings Crackup during this year's festival, February 4-18, 2017.

About Alterna Savings



For more than 100 years, Alterna Savings and Credit Union Limited has been charting new directions to help Ontarians achieve their financial dreams and build strong, vibrant communities. The first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares our expertise with more than 100,000 members. Holding over \$4 billion in assets under administration, we offer a full suite of financial services online, by phone, by mobile and through a network of 26 branches across Ontario, including our partner Peterborough Community Savings, a division Alterna Savings and Credit Union Ltd. Our sister company, Alterna Bank, operates across Canada. For more information about Alterna Savings please visit alterna.ca

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