



## **SUMMARY OF THE AMMAN STAND UP COMEDY FESTIVAL**

The Amman Stand up Comedy Festival was created in 2008 by the Greater Amman Municipal Government as a not for profit Festival. The Amman Festival is produced in association with the U.S. based New York Arab-American Comedy Festival.

The Amman Festival is the first and only stand up comedy festival in the Middle East. The third annual Festival will be held December 4-10, 2010.

The goal of the Festival is to bring together stand up comedians from the US, Europe and Middle East to perform together as well as to encourage more Arabs to become involved in the arts and entertainment field. The Festival has grown from its first year of showcasing approximately 15 comedians over 5 nights to this year in which we will present over 25 international comedians over seven nights. Two of the seven nights of shows will be in Arabic with the remaining five nights in English.

The Festival also presents daytime free seminars in an effort to teach local people the basics of stand up comedy as well as the entertainment business. Last year we had speakers from the TV network Showtime Arabia speak about breaking into the TV business as well as international comedians teach stand up comedy.

The Festival has been successful in attracting positive media coverage for Jordan and the region in media outlets including:

The NY Times:

<http://www.nytimes.com/2009/12/24/world/middleeast/24jordan.html>

The Jordan Times: <http://www.jordantimes.com/?news=22190>

CNN International: <http://www.youtube.com/watch?v=VLNPUMB1wEc>

The Washington Times:

<http://www.washingtontimes.com/news/2009/dec/28/arab-comedy-missionaries/>

The Festival hopes to emerge as the leading annual stand up showcase attracting stand up comedians from around the world. Through this, these comedians can be ambassadors of their respective countries to the Middle East as well as ambassadors of the Middle East when they return home and relay their experience in the region.