

SiriusXM Canada declares October Russell Peters Month

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Russell Peters to take over SiriusXM's Canada Laughs channel for a full month

TORONTO, Oct. 2, 2014 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced *Russell Peters Month* will air for the month of October on *Canada Laughs* (channel 168), featuring exclusive interviews, special guests and material from the superstar comic.

The month will be dedicated to celebrating Peters who has won international acclaim as Canada's number one comedy export. The limited engagement channel will feature exclusive interviews from the SiriusXM archives, as well as never-before-heard interviews from this year with *Canada Laughs* host Ben Miner. His famed 'Notorious' material will be heard throughout the month and more.

"*Russell Peters Month* is our way of paying homage to such an amazing homegrown Canadian talent," said John Lewis, SVP, Programming, SiriusXM Canada. "Russell is an absolute star and we're excited to be able to offer subscribers an exclusive full month of his hilarious brand of comedy."

"I want to see if we can get *Russell Peters Month* recognized as a national holiday," said Peters. "But seriously, it's very cool to be honoured by SiriusXM like this and I'm really flattered."

Peters, who is currently wrapping up the Canadian leg of his *Almost Famous World Tour* before heading to the U.S., will also be taking the reins and handpicking some of his favourite comics on the scene today to play during the month. He will also sit down with SiriusXM personalities Jim Norton, Ron Bennington and Todd Shapiro for one-on-one talks.

SiriusXM subscribers will also get access to Peters through [SiriusXM Subscriber Perks](#), with a chance to win an all-expense paid national contest that will fly a subscriber and their guest to see Russell in Los Angeles.

Canada Laughs (channel 168) features uncensored Canadian comedy 24/7 including stand-up, sketch, musical comedy and more, putting the spotlight on the rich pool of extraordinary talent from Canada. *Canada Laughs* is available to all Sirius and XM subscribers in Canada and across the U.S. and joins SiriusXM's hilarious comedy lineup, including *Comedy Central Radio*, *Raw Dog Comedy Hits*, *The Foxxhole*, *Blue Collar Comedy*, *Laugh USA* and more. Those satellite radio subscribers who add [SiriusXM Internet Radio](#) access to their subscription can listen to *Canada Laughs* and all of SiriusXM's comedy offerings on the SiriusXM Internet Radio App and online.

For more information visit www.siriusxm.ca/canadalaughs .

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with approximately 2.5 million subscribers, is the country's leading audio entertainment company and broadcasts more than 120 satellite radio [channels](#) featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news, entertainment and major sports brands including the NHL, NFL, NBA, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Oprah, Disney, Comedy Central and more.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer

electronics products for homes and offices. SiriusXM programming is also available online at www.siriusxm.ca and on [Apple](#) and [Android](#)-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies five years in a row and 2013 and 2014 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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SiriusXM Canada contact: Mike Calnek, Director, Publicity, Promotion and Sponsorship, 416-513-7459, mike.calnek@siriusxm.ca