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Thank You Calgary!

Shaw Charity Classic Tops Record-Setting Donation on PGA TOUR's Champions Tour
Champions Tour event raises \$2,406,610 for 21 southern Alberta charities, 2015 tournament to be played August 5-9

CALGARY—Thanks to the incredible support from all Calgarians, the Shaw Charity Classic has rewritten the history books for the second straight year with another record-setting charitable contribution for a PGA TOUR Champions Tour event.

Tournament officials announced on Friday the award-winning event raised **\$2,406,610** for distribution amongst 21 youth-based charities in southern Alberta including: Calgary Police Foundation funded program YouthLink Calgary Police Interpretive Centre; Hull Services; Kids Cancer Care Foundation of Alberta; KidSport Calgary; Children's Wish Foundation (Alberta and N.W.T.); Ronald McDonald House of Southern Alberta; United Way All-In for Youth; and Sheldon Kennedy Child Advocacy Centre. The contribution tops last year's donation of **\$2,276,251**, which was the single largest charitable donation in Champions Tour history at its time.

"The Shaw Charity Classic has always been focused on providing Calgarians with the opportunity to witness elite golf, but more importantly to raise significant money to support children's charities in the province," said Clay Riddell, tournament chairman, Shaw Charity Classic. "All of Calgary contributed to this incredible achievement - from the more than 1,400 volunteers, generous support from our corporate partners, unprecedented media coverage and the thousands of golf fans that lined the fairways to watch one of the best fields on Tour. Thank you to the entire community for helping us achieve our goals!"

In June, Shaw Communications Inc. reinforced the importance of children's charities behind the award-winning tournament in the Stampede City by stepping up to commit \$1.275 million to the Calgary Police Foundation funded program YouthLink Calgary Police Interpretive Centre and Hull Services – the title sponsor's two official charitable partners for the second annual PGA TOUR Champions Tour event in Calgary.

"On behalf of Shaw and our over 14,000 employees across Canada, we would like to thank everyone helped make this year's tournament an outstanding event, and we can't wait for next year," said Brad Shaw, CEO, Shaw Communications Inc. "We are privileged to work alongside YouthLink Calgary Police Interpretive Centre, Hull Services and the other charities to improve the lives of children and families and give back to our community."

Capped off with a thrilling playoff victory by World Golf Hall of Famer, Fred Couples, all facets of the community contributed to making the Shaw Charity Classic a leading tournament on the Champions Tour. The inaugural event was recognized with an Outstanding Achievement Award for a first year event by the PGA TOUR, and a Tourism Calgary White Hat Award for best event in Calgary for 2013. One week ago, it stole headlines again as the first tournament outside the United States to receive the prestigious President's Award as the top event on the Champions Tour in 2014.

"Today's announcement is the icing on the cake for what has been a fantastic year for the Shaw Charity Classic", said Champions Tour President Mike Stevens. "All credit for this exceptional fundraising achievement goes to the Calgary Patrons Group, Shaw Communications and people of Calgary who have supported the Shaw Charity Classic since its beginning. Our players are looking forward to helping to build on this year's success when we return to Calgary in 2015."

New Date Set for 2015, Volunteer Registration Open for 2015

Tournament officials are already focused on staging an even better event in its third year, thanks to a new date announced for the Calgary stop on the 2015 Champions Tour calendar. The legends of the game will return to Calgary earlier next summer to tee it up, August 5-9, 2015, at Canyon Meadows Golf and Country



“Holding the event earlier in the summer provides a greater chance for better weather, but more importantly even more opportunities to work with our corporate partners, and for attracting even more golf fans to the tournament,” said Sean Van Kesteren, tournament director, Shaw Charity Classic, who added volunteer registration for the 2015 event also opened on Friday. “We have already witnessed some of the largest crowds on the Champions Tour in our first two years, but Calgarians traditionally are enjoying the final long weekend of summer out of town, so we believe this schedule change by the Champions Tour will help us take the tournament to an even higher level.”

Holiday ticket specials, which will be the lowest priced ticket options all year, will go on sale December 4 to January 4, 2015. Pro-Am spots, and corporate packages are also now available, including specials for the Crow’s Nest.

Some of the greatest names in the game will play for a purse of \$2.35 million, an increase of \$100,000, when they return to Calgary’s Canyon Meadows Golf and Country Club for a third straight year. Tickets and corporate packages for the Shaw Charity Classic are available online at www.shawcharityclassic.com. Youth 17 and under are admitted free with a ticketed adult.

About the Shaw Charity Classic

The Shaw Charity Classic will host some of the greatest names in the game of golf in Calgary at the Canyon Meadows Golf and Country Club, August 5-9, 2015. The field, which will consist of 81 stars on the Champions Tour, will compete for US \$2.35 million in a three-round, 54-hole stroke-play tournament. The Champions Tour stop in Western Canada will showcase Calgary to the world through its broadcast on the Golf Channel. Led by a philanthropic Patron Group including Tournament Chairman – Clay Riddell, Vice Chairman – Allan Markin, Keith MacPhail, Jim Riddell, Guy Turcotte and PGA Tour Professional – Stephen Ames, along with title sponsor, Shaw Communications, the Shaw Charity Classic will remain true to the Champions Tour’s goal of supporting the community. For tickets, or more information on the event, please visit www.shawcharityclassic.com. Follow the Shaw Charity Classic at facebook.com/shawcharityclassic and on Twitter @shawclassic. The Shaw Charity Classic is managed by the Bruno Event Team and Shaw Communications Inc.

About the Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game, with many of its 32 members in the World Golf Hall of Fame competing regularly in its events. The Tour also counts numerous other major championship winners among its members. The Champions Tour is a membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour’s primary purpose is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. Points earned in official Charles Schwab Cup events in 2014 determined Bernhard Langer as the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour’s leading player. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. Greg McLaughlin will become President in 2015 upon the retirement of Stevens. The PGA TOUR’s website is pgatour.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow the Champions Tour at facebook.com/ChampionsTour and on Twitter @ChampionsTour.

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