



**FOR IMMEDIATE RELEASE:  
July 16, 2014**

### **Freddie's Coming Back to the Stampede City!**

*Stellar Champions Tour field taking shape with addition of Fred Couples to 2014 Shaw Charity Classic  
Bachman & Turner with special guests The Sheepdogs to play free concert at Shaw Millennium Park*

**CALGARY**—One of the game's greatest names, Fred Couples, has confirmed he will be returning to Calgary to compete in the second annual Shaw Charity Classic at Canyon Meadows Golf and Country Club, August 27-31, 2014.

A World Golf Hall of Fame member, the 54-year-old Couples is one of the feature attractions on the PGA TOUR's Champions Tour that showcases an assembly of golf's legends. A winner of 15 PGA TOUR events, the smooth swinging Couples won his lone major championship at the 1992 Masters Tournament.

"Freddie definitely played a huge role in drawing thousands of golf fans out to our inaugural Tournament one year ago and we are thrilled to have him join us again this year in Calgary," said Sean Van Kesteren, tournament director, Shaw Charity Classic. "The patron group, our title sponsor Shaw Communications, and the Canyon Meadows Golf and Country Club have made a commitment to build on the event's successful foundation year to raise more money for children's charities. Adding Freddie's name to the list of high-profiled players making their first trip to Calgary like Bernhard Langer, Kenny Perry and Mark Calcavecchia definitely helps us achieve our goal!"

Couples has also racked up 10 Champions Tour victories since joining the senior circuit in 2010. After finishing second in his first start, he went on to win his next three events, becoming the first player ever to win three of his first four events. He also has two major championship victories on the Champions Tour: 2011 Senior Players Championship, and The Senior Open Championship in 2012.

"I really enjoyed playing up in Calgary last year so I'm looking forward to getting back to the Shaw Charity Classic this summer," said Couples. "This was one of the top events on Tour last year. The crowds were huge, the golf course was in great shape and we were able to raise some significant money for the wonderful youth charities in the area. I hope the community comes out to support the tournament this year and I know the players will put on another great show!"

Couples will be among 81 Champions Tour professionals that will play in Calgary including Steve Elkington, Fred Funk, David Frost, and defending champion Rocco Mediate.

Continuing this trend of bringing big names to Calgary for this year's tournament, Shaw also announced today that rock icons Randy Bachman and Fred Turner will be joined by acclaimed Canadian band The Sheepdogs to celebrate the Shaw Charity Classic with a free concert at Shaw Millennium Park on Thursday, August 28.

Presented by Rdio, the country's leading digital streaming music service, tickets to the all-ages concert will be made available for free beginning Friday, July 18 at 10am MT by visiting [shaw.ca/concert](http://shaw.ca/concert).

Both announcements were made today during the tournament's annual "Shootout at the Meadows." The fun promotional event brings together Calgary-based athlete and media celebrities along with representatives from the tournament's charities and partners for a head-to-head par-3 closest to the pin contest.

Tickets and corporate packages for the Shaw Charity Classic are available online at [www.shawcharityclassic.com](http://www.shawcharityclassic.com). Youth 17 and under are admitted free with a ticketed adult.



The inaugural Shaw Charity Classic, which 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/festival/attraction in 2013, made a record-setting charitable donation of \$2,276,251 for a Champions Tour event. The legends of the game will play for a purse of \$2.25 million, an increase of \$250,000 from last year, when they return to Calgary's Canyon Meadows Golf and Country Club August 27-31, 2014.

#### **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 27-31, 2014. The field, which will consist of 81 stars on the Champions Tour, will compete for US \$2.25 million in a three-round, 54-hole stroke-play tournament. The winner will receive US \$337,500 and 300 Charles Schwab Cup Points. 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. The Shaw Charity Classic is proud to support Kids Cancer Care Foundation of Alberta, Sheldon Kennedy Child Advocacy Centre, KidSport Calgary, and the Southern Alberta Emergency Relief Fund. For tickets, or more information on the event, please visit [www.shawcharityclassic.com](http://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 2013 determined Kenny Perry 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. The PGA TOUR's website is [pgatour.com](http://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.

- 30 -

#### **For further information, please contact:**

Jessica Sciacca  
Bruno Event Team  
T: 205-977-9350

Chris Dornan  
Shaw Charity Classic  
T: 403-620-8731

Mark Williams  
Champions Tour  
T: 904-280-5058

Chethan Lakshman  
Shaw Communications Inc.  
T: 403-930-8448