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Shaw Communications Commits \$1.275 million to Charity Partners of 2014 Shaw Charity Classic
*Calgary kids' charities YouthLink Calgary and Hull Services lead charitable beneficiaries
Funk, Frost and Elkington add names to growing field*

CALGARY—A stellar field of golfers playing an enhanced golf course will combine to raise significant money for youth-based charities in southern Alberta at the 2014 Shaw Charity Classic. Shaw Communications Inc. today announced it will commit \$1.275 million to 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 my family and our 14,000 employees across Canada, we are proud to support two fantastic local charities that help educate and support the well-being of our children,” said Brad Shaw, CEO, Shaw Communications. “As an international event that supports our community, the Shaw Charity Classic has quickly become a hallmark event on the Calgary summer calendar. We look forward to continuing to work with our Champions Tour and Patron Group partners to make it even more successful in 2014.”

Tournament officials also confirmed it will support a handful of other youth-based charities in southern Alberta through the 2014 event including: 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 Shaw Charity Classic has always been focused on providing Calgarians with the opportunity to witness elite golf to raise money to support children’s charities in southern Alberta,” said Sean Van Kesteren, tournament director, Shaw Charity Classic. “We are grateful of Shaw’s continued support in helping us stay true to our mission.”

YouthLink Calgary is a Calgary Police Foundation funded program that educates youth about crime and its consequences, and helps teach parents and educators how to begin discussions with their children about sensitive and timely topics such as Internet safety, how to handle bullies, how to say no to peer pressure involving drugs and alcohol, and how to recognize the many faces of exploitation and abuse.

Abuse and neglect in childhood leads to behavioural and mental health issues that are painful and costly. Hull Services breaks the cycle with programs designed to end children’s mental health issues as a problem in our community. For more than 50 years, Hull has changed the direction for thousands of children and their families.

MORE OF GOLF’S BIGGEST NAMES COMING TO CALGARY

Big money for charity and big names will be the cornerstone of the 2014 Shaw Charity Classic. Tour favourites Fred Funk, Steve Elkington and David Frost punched their tickets to Calgary this summer, adding to a growing list of the game’s greatest names that will tee it up at Canyon Meadows Golf and Country Club including Bernhard Langer, Rocco Mediate, Kenny Perry, and Mark Calcavecchia.

One of the straightest drivers of the golf ball in the history of the game, and oldest to win The Players Championship, Fred Funk has matched his eight PGA TOUR titles with eight victories on the Champions Tour which includes senior major championship victories. Adding to the international flavour of the Champions Tour stop in Calgary will be Australia’s Steve Elkington and South Africa’s David Frost. Elkington, the colourful 1995 PGA Championship winner, captured 10 PGA Tour titles. Frost, also a 10-time winner on the PGA TOUR, won five times on the Champions Tour including one major victory at last year’s Regions Tradition.



"I am excited to return to Calgary again this summer. It is an amazing city and last year was one of the best events of the year on Tour even though it was a first-year event," said Fred Funk. "The crowds were huge last year. The golf course was awesome, and we all want to support the tournament's continued efforts to help out some of the wonderful charities in the region."

Canyon Meadows may be even more spectacular this time around.

Two days following the inaugural Shaw Charity Classic, the course closed the front nine to complete a number of enhancements to improve the playing conditions for its members and the Champions Tour professionals set to visit Calgary, August 27-31, 2014.

The project is now complete. Youth-based representatives from each of the newly-named charity partners joined the Tournament and Canyon Meadows staff to hit a ceremonial tee shot off the first tee box to officially reopen the course for play.

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. 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 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. 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, 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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