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Shaw Charity Classic Puts More Power Behind Charitable Fundraising Effort with Inaugural Birdies for Kids Champions Run

Fitness fanatics Scott McCarron and wife Jenny Klein to lead Tour players and Calgarians in unique 5k walk/run prior to final round, September 4

CALGARY—The most recent first-time winner on the PGA TOUR Champions, Scott McCarron, will be packing his running shoes in his golf bag when he makes the return trip to Calgary this summer to play in the fourth edition of the Shaw Charity Classic, August 31 – September 4.

McCarron and his wife, Jenny, are the first two participants to sign up for the Shaw Charity Classic's inaugural Birdies for Kids Champions Run. The first 500 Calgarians (all ages) to register at www.shawcharityclassic.com will have the opportunity to join Scott – who will be the official starter – Jenny and other Tour players for the fun five-kilometre run alongside the fairways of Canyon Meadows Golf Country Club prior to Sunday's final round on September 4. The proceeds from the run will go to Birdies for Kids presented by AltaLink, which is now in its second year. Birdies for Kids raises millions for youth-based charities across Alberta.

"Daily fitness is a huge part of both mine and Jenny's lives. Not only does it enable us to enjoy a more healthy lifestyle all-around, but being active is good for the mind and has played a key role in providing me with the opportunity to extend my golf career into my 50's," said McCarron, who added that Jenny regularly competes in triathlons and qualified to represent the United States last summer at an International Olympic distance race in Nebraska, and recently completed a 70.3 Ironman event.

"Since meeting Jenny four years ago, we have trained together regularly. Her preparation for triathlons has definitely had a positive effect on my golf game. Golfers need flexibility, mobility, stability, strength and power so being fit is very important to my preparation. We are both excited to be a part of this unique event, and hope Calgarians will embrace fitness and join us for a fun, non-competitive, morning run or walk around the course."

The run, which will begin at 7:30 a.m., winds its way in and around Canyon Meadows Golf and Country Club. A traditional pancake breakfast will be prepared for all participants once they cross the finish line, and their guests. The cost to participate in the run is \$50 for adults and \$20 for youth (ages 17 and under). Race kits include a Birdies for Kids Champions Run t-shirt, water bottle, unique race bib, pancake breakfast and a ticket to the final round of the tournament. Runners' guests are also encouraged to come down and cheer on the participants, meet the Tour players and enjoy breakfast before taking in the final round. The cost for guests to watch is \$15 for adults and \$10 for youth.

"It is no secret our tournament has had a great deal of success in each of its three years, but we cannot stand still. We need to continue to push the bar, and be innovative with our ideas to continue to introduce new Calgarians to the Shaw Charity Classic," said Sean Van Kesteren, executive director, Shaw Charity Classic. "Running and golf are a big part of Calgary's DNA, and fitness in this millennium is core to success in professional golf. We thought this was a great opportunity to bring these two summer past times together with players on the PGA TOUR Champions to create a memorable run that will be truly unique."

All proceeds generated from the run will go to the *Birdies for Kids* matching pool to support 113 children and youth-based charities across Alberta. Despite setting charitable giving records in each of its first two years, donations skyrocketed in 2015 with the addition of *Birdies for Kids*.

"We are extremely pleased to be back for the second year of the Birdies for Kids program, which made a meaningful impact in the lives of thousands of children last year by raising \$2.3 million," said Scott Thon, AltaLink president and chief executive officer. "The new Birdies for Kids Champions Run is sure to add to that impact and help make a difference in the lives of even more youth across Alberta this year, and AltaLink couldn't be more thrilled to be a part of it."



Competing in just his second year on the PGA TOUR Champions, Scott and Jenny are no strangers to showing a bit of their own creativity at PGA TOUR Champions stops. In May, the two got married in a spur-of-the-moment ceremony at the Chapel of Ozarks at Top of the Rock following the second round of the Bass Pro Legends of Golf.

Within 24 hours of making the decision, a small group of friends and PGA TOUR Champions players headed from the 18th green to the chapel immediately following the second round of play. McCarron's playing partner, Brad Faxon and his wife Dory, were teed up as the best man and maid of honour. Peter Jacobsen escorted Klein down the aisle while Mark O'Meara and his caddie, Rich Mayo, also served as groomsmen. Steve Lowery's wife, Heather, along Mark Calcavecchia's wife Brenda, and Meredith O'Meara – wife of Mark, were bridesmaids.

The wedding sparked a memorable spring for McCarron. Just five weeks later he stole headlines once again – this time for winning his first PGA TOUR Champions title at the Principal Charity Classic on June 5. A three-time winner on the PGA TOUR, McCarron's third of eight starts during his rookie season on the PGA TOUR Champions in 2015 was at the Shaw Charity Classic where he finished 12th.

Tickets, hospitality and sponsorship packages for the Shaw Charity Classic are available online at www.shawcharityclassic.com. Youth 17-and-under are admitted free with a ticketed adult. For more information on the sponsorship and hosting opportunities at the 2016 Shaw Charity Classic August 31 – September 4, please visit www.shawcharityclassic.com. Hospitality and early bird specials are available until June 30, 2016.

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 31 – September 4, 2016. The field, which will consist of 81 stars on the PGA TOUR Champions, will compete for US \$2.35 million in a three-round, 54-hole stroke-play tournament. The winner will receive US \$352,500 and 352 Charles Schwab Cup Points. The only annual PGA TOUR Champions stop in 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, Gary Peddle and PGA Tour Professional – Stephen Ames, along with title sponsor, Shaw Communications, the Shaw Charity Classic won the PGA TOUR Champions prestigious President's Award in 2015 and 2014. The Tournament has raised more than \$8.5 million in its first three years, with a PGA TOUR Champions record setting donation of \$3,942,712 raised in 2015 that was distributed amongst 99 youth-based charities in Alberta. For 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 Bruno Event Team and Shaw Communications Inc.

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