



## **Shaw Communications announces \$1 million donation to first Official Charity Partner of Shaw Charity Classic**

Kids Cancer Care Foundation of Alberta to receive \$1 million as part of new Champions Tour event

### **For Immediate Release**

**CALGARY, AB June 18, 2013** – Shaw Communications Inc. announced today a \$1 million commitment to support Kids Cancer Care Foundation of Alberta, the first Official Charity Partner of the Shaw Charity Classic.

“Family is at the very core of what Shaw Communications is all about,” said Brad Shaw, CEO of Shaw Communications. “Kids Cancer Care Foundation has been assisting Alberta families for over 20 years, and we’re honoured to have the opportunity to lend our support to such a worthwhile organization. We know that this donation will go a long way towards improving the lives of some very special children.”

Kids Cancer Care Foundation of Alberta helps families face childhood cancer by providing programs and funding in four areas: camp; research; hospital programs; and scholarships. Since its inception in 1991, Kids Cancer Care has sent thousands of children affected by cancer to camp thanks to the generous support of the community.

“This is a remarkable contribution, it allows us to complete our improvements at Camp Kindle to enhance the camp experience for children living with cancer,” said Christine McIver, Founder and CEO of the Kids Cancer Care Foundation. “On behalf of these amazing kids and their families, I give my heartfelt thanks to Shaw Communications for this generous donation.”

“We are grateful to Shaw Communications for making this donation on behalf of the Shaw Charity Classic,” stated Clay Riddell, Tournament Chairman. “We look forward to seeing the benefits of this generous contribution to the Kids Cancer Care Foundation. This is the first of many charity announcements that will be coming out of this great community event.”

The donation by Shaw Communications is the first to be announced as part of the Shaw Charity Classic, the new Champions Tour event being held at Canyon Meadows Golf & Country Club in Calgary from August 26-September 1, 2013.

More information regarding the Shaw Charity Classic can be found at [www.shawcharityclassic.com](http://www.shawcharityclassic.com)

### **About Shaw Communications Inc.**

Shaw is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 19 specialty networks including HGTV Canada, Food Network Canada,

HISTORY® and Showcase. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR). For more information about Shaw, please visit [www.shaw.ca](http://www.shaw.ca)

#### **About Kids Cancer Care Foundation of Alberta**

Kids Cancer Care is a registered charitable organization that reaches out to families during their cancer crisis. The foundation provides care and support to Alberta families at every stage in the cancer journey—from diagnosis, through treatment and beyond. Kids Cancer Care is one of only a handful of charities in North America dedicated to fighting the disease on all fronts by funding innovative research in the lab and enhanced care at the hospital, rekindling lost childhoods at camp and creating brighter futures through education scholarships. Since its inception in 1991, Kids Cancer Care has sent thousands of children affected by cancer to camp thanks to the generous support of the Alberta community. For more information, please visit [www.kidscancercare.ab.ca](http://www.kidscancercare.ab.ca).

#### **About Shaw Charity Classic**

The inaugural Shaw Charity Classic is a three-round 54-hole stroke play tournament with a US \$2 million purse. The field will consist of 81 Champions Tour professionals, and the winner will receive US \$300,000 and 300 Charles Schwab Cup Points. Among the Champions Tour stars eligible to compete in the Shaw Charity Classic are Fred Couples, Nick Price, Corey Pavin, Bernhard Langer, Peter Jacobsen, Mark O'Meara, Rocco Mediate and many more. For more information and tickets, please visit [www.shawcharityclassic.com](http://www.shawcharityclassic.com)

#### **About the Patron Group**

The Shaw Charity Classic is led by a philanthropic group of Calgary business leaders under the direction of Tournament Chairman, Clay Riddell and Vice-chairman, Allan Markin. Together they assembled a Patron Group that also includes Guy Turcotte, Keith MacPhail, Jim Riddell and PGA Tour Professional, Stephen Ames.

- 30 -

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