



**FOR IMMEDIATE RELEASE:
April 11, 2014**

Rocco Mediate, Kenny Perry, Mark Calcavecchia Commit First for 2014 Shaw Charity Classic
Trio of great names help launch Tournament's corporate sales campaign during Masters celebration

CALGARY—Rocco Mediate has confirmed he will be back in Calgary this summer to try and successfully defend his Shaw Charity Classic title, but he will have to knock off two of the biggest names on the PGA TOUR's Champions Tour if he wants to hold the trophy for the second straight year.

Mediate, who ran away with the inaugural tournament last August, will return to Calgary with 2013 Charles Schwab Cup winner, Kenny Perry, along with 1989 British Open winner, Mark Calcavecchia. The trio lead what promises to be a star-studded field for the second annual event, August 27-31, 2014 at Canyon Meadows Golf and Country Club. Both Perry and Calcavecchia originally committed to play in the inaugural event, but were forced to withdraw due to injury.

"I always said I would bet all of the guys will be here next year," said Mediate. "A sales pitch is really not necessary because that first year event created a huge buzz in the locker room. Everybody loved the golf course. And the turnout was probably the best of the year outside the U.S. (Senior) Open. All of the players loved it. How could you not?"

Mediate's two wins including his seven-shot runaway victory at Canyon Meadows Golf and Country Club earned him the 2013 Rookie-of-the-Year honours on the Champions Tour. His impressive display of golf in Calgary tied the lowest 54-hole total at 22-under-par 191 on the senior circuit.

A 14-time winner on the PGA TOUR, Kenny Perry took home the Player-of-the-Year award on the Champions Tour thanks to his three victories in 2013, including the U.S. Senior Open and Constellation Senior Players Championship. Perry's stellar play throughout the season helped him claim the prestigious season-long Charles Schwab Cup. Perry has five wins while teeing it up against some of the greatest names in the game 50 and over.

One of the most colourful characters on the Champions Tour, Mark Calcavecchia, rounds out the first trio of players committed to make the trip to the Stampede City this summer. A 13-time winner on the PGA TOUR, Calcavecchia has a special place in his heart for Canada. In addition to winning the 2005 Canadian Open and the 1997 Greater Vancouver Open, one of his two Champions Tour victories came in 2012 at the Montreal Championship. Calcavecchia is a four-time member of the U.S.A. Ryder Cup Team.

Tournament officials made the player announcement with the Shaw Charity Classic Patron Group, including PGA TOUR professional Stephen Ames, while hosting corporate Calgary and media for an event coined "Augusta with Ames" – an exclusive Masters celebration, presented by the Calgary Sport Tourism Authority.

"The Masters Tournament unofficially signifies the start of the golf season in Calgary, and I can't think of a better way to celebrate this great week on the golf calendar than by kicking off our marketing and sales efforts with three of the greatest names in the game," said Sean Van Kesteren, tournament director, Shaw Charity Classic.

Van Kesteren and his team leveraged an interactive Masters session with Ames to highlight the breadth of hosting and participation opportunities available to golf enthusiasts at this year's Shaw Charity Classic, including Pro-Am spots, corporate tents, and sponsorship opportunities at all levels.

"The goal of the Shaw Charity Classic is to provide Calgarians with the opportunity to witness elite golf while raising money to support children's charities in southern Alberta. Having these three impressive names express their intent to play this early reinforces the commitment of the patron group, our title sponsor Shaw, and the Canyon Meadows Golf and Country Club to build on our foundation year and



ensure this evolves into the most successful event on Tour.”

The inaugural Shaw Charity Classic, which was recognized with an Outstanding Achievement Award for a first year event by the PGA TOUR, 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 for the 2014, August 27-31.

Tickets 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 inaugural 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 million in a three-round, 54-hole stroke-play tournament. The winner will receive US \$300,000 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.

- 30 -

For further information, please contact:

Jessica Sciacca	Chris Dornan	Mark Williams
Bruno Event Team	Shaw Charity Classic	Champions Tour
T: 205-977-9350	T: 403-620-8731	T: 904-280-5058