

August 28 – September 1, 2013
Canyon Meadows Golf and Country Club
Calgary, Alberta
Par/Yards: 35-36—71/7,117 yards Purse: \$2 million

Thursday, August 29, 2013

THURSDAY MEDIA ROUND-UP

Canada's Jim Rutledge to Fire Opening Tee Shot at Shaw Charity Classic

Victoria's Jim Rutledge will be first off the tee at the inaugural Shaw Charity Classic when the opening round gets underway on Friday, August 30. Rutledge, a regular on the Champions Tour, will play with Jeff Brehaut and Barry Lane.

"Hitting the first tee shot is an honour that just makes me proud to be a Canadian. It would be fantastic to play well this week at home, but I just want to play well period!"

What the Presidents Cups Captains are Saying – Couples and Price Drop into Media Centre

Nick Price

"This course is very similar to the courses most of us in our generation grew up playing. It's old school right there in front of you. It's going to put a premium on driving the ball and putting the ball in the fairway off the tee."

"I've watched Graham DeLaet play and will probably get to see him play a lot more this year at the Presidents Cup. I think he's going to be a lock if he plays decent this week. I don't think he's going to be able to get knocked out of the top-10."

Fred Couples

"I think my length can be an advantage this week because I can get away with a 3-wood off some of the tees, but everything shapes your eye. As far as trying to go out there and attack the course, you had better be a tremendous driver of the golf ball or you're going to be playing out of the trees too. My favourite club is my 3-wood so I'll hit that quite a bit."

"The drive is to play well Friday and Saturday and then it's a huge drive to win any tournament. This could be an easy course if people do the things you're supposed to do, birdie the par 5s, hit the ball in the fairway, then I think this course will have some low scores. But I don't know anyone who has hit every shot. It's not easy out here."

The Legends of Golf Prepare for Opening Round as Pro-Am Concludes

As day two of the RBC Championship Pro-Am draws to a finish, the Champions Tour players are preparing for the start of this weekend's highly anticipated tournament at Canyon Meadows Golf and Country Club.

Canyon Meadows, originally opened in 1957, has since matured into a premier championship course and a perfect location for the largest golf event Calgary has ever hosted.

“I think the course is in terrific shape. It’s a real ‘shot makers’ golf course,” said Jeff Sluman. “You better drive it straight or you will have a long week out here.”

The two days of Pro-Am competition consisted of 56 teams, each of which included four amateurs and one tour professional. While this experience gave amateurs a chance to play with some of the biggest names in golf, the professionals were provided an opportunity to gauge the course’s conditions and set-up.

Mark Wiebe, multiple PGA and Champions Tour winner, was able to formulate his strategy for the weekend. “I think you have to drive the ball pretty straight because of how tight it is, and to hit the best shot, you really have to be in the fairway. I think whoever drives it into the fairway the most is going to have the best chance.”

Based on the exciting first two days on this picturesque layout, fans can expect an exciting battle to the finish.

Long-drive champion Jamie Sadlowski Bombs into Spotlight at Canyon Meadows

Two-time World Long Drive champion, 24-year-old Jamie Sadlowski, showcased his record-breaking skills Thursday in support of the inaugural Shaw Charity Classic.

The former junior hockey player, who was raised in St. Paul, Alta., thrilled onlookers at the Canyon Meadows driving range during the RBC Championship Pro-Am by launching tee-balls into the rolling Calgary foothills.

In 2011, Sadlowski recorded a 445-yard drive, earning him the title of longest hitter in golf history.

On Thursday, spectators were given an opportunity to observe some of Sadlowski’s unconventional and humorous practice methods. As he hit countless balls off the turf, he jokingly stated, “You’re bound to get one good shot out of it.” He also proved his powerful swing by shooting golf balls through a wooden board directly in front of his tee.

Sادلowski first gained attention within the golf world because of his driving talents and impressive ball speed. Thanks to a multi-year deal with Callaway Golf as a brand ambassador in 2013, Sadlowski will continue to travel the world performing his talents. Future dreams include playing in Canadian and overseas PGA TOUR events while further improving his game.

First Round Featured Pairings

8:00 a.m. **Jim Rutledge (Victoria)**, Jeff Brehaut, Barry Lane
8:50 a.m. John Jacobs, **Dave Barr (Kelowna, B.C.)**, Neal Lancaster
9:30 a.m. Bart Bryant, Joe Daley, **Rod Spittle (St. Catharine’s, Ont.)**
10:00 a.m. David Frost, Jay Haas, Mark O’Meara
10:10 a.m. Esteban Toledo, Tom Lehman, Rocco Mediate
10:30 a.m. Fred Couples, Nick Price, John Cook
11:00 a.m. Craig Stadler, Hale Irwin, Bob Tway

Golf Channel and PGA TOUR Release Television Broadcast Restrictions – Satellite Details

In concert with the PGA TOUR's media regulations, Golf Channel has agreed to waive the time delay highlight usage restrictions of the first two rounds of the 2013 Shaw Charity Classic at Calgary's Canyon Meadows Golf and Country Club for all broadcasters based on the following parameters:

- Broadcasters provide an audio Golf Channel tune-in announcement during each segment tournament highlights are shown. i.e. "Complete coverage tonight on Golf Channel beginning at 8:30 pm"
- Industry Standard five second (:05) on screen graphic during each highlight clip i.e., "Courtesy Golf Channel"
- Use is restricted to a maximum three minutes (3:00) per day within regularly scheduled news programming. This restriction is specific to competition footage, regardless of whether it comes from the Golf Channel program or is collected ENG style by the broadcaster. This restriction does NOT include interviews unless the interview first aired on the network
- Non-television distribution is prohibited, i.e., internet, mobile, etc.
- Footage may not be broadcast after forty-eight hours after the conclusion of the tournament
- Footage may not be used in any direct or non-direct commercial manner

The PGA TOUR is the absolute owner of any, and all, video highlights or other video coverage, competition or otherwise, shot at tournament site during tournament week. **SATELLITE COORDINATES ATTACHED TO E-MAIL**

Catch Shaw Charity Classic Action on the Golf Channel

A tape delayed broadcast of the 2013 Shaw Charity Classic can be viewed in the evening on the Golf Channel following the first two rounds of play. The Golf Channel will also televise Sunday's championship round live at the following times:

Friday, August 30 6:30-8:30 p.m. MTN (tape delayed)

Saturday, August 31 6:30-8:30 p.m. MTN (tape delayed)

Sunday, September 13-5 p.m. (live)

Shaw Communications Offers Enhanced Spectator Experience at Canyon

As title sponsor of the inaugural Shaw Charity Classic, Shaw Communications is providing spectators in attendance with an enhanced and interactive tournament experience featuring a wide range of its brands and products.

For those looking to stay connected throughout the tournament, the Shaw Go trailer will be on-site offering complimentary access to Shaw services including Shaw Go WiFi throughout the course. Spectators can also charge their mobile devices at the trailer, make a call using Shaw Home Phone, and test-drive Shaw's Gateway Whole Home HDPVR while they wait.

Working in partnership with the Kids Cancer Care charity, the Shaw Kids Zone will let the tournament's youngest golf-enthusiasts jump around in an inflatable Shaw bouncy pipe, and enter a colouring contest for a chance to win great Shaw prizes.

Spectators can also relax in one of the comfortable chairs on the custom built HGTV patio, and recharge in the clubhouse with unique menu items created by three Top Chef Canada Chefs in the Food Network area on Friday through Sunday from 11:30am to 2pm.

Shaw and Global Calgary are pleased to give fans an opportunity to meet many of the station's much loved Anchors and news personalities throughout the weekend and have their photo taken behind the news desk. Spectators can also participate in a special interactive online video announcing them as the winner of the Shaw Charity Classic. This video can then be shared with family and friends through Facebook and Twitter.

Did You Know?

- The last time the Champions Tour was in Calgary was 1998 at the Glencoe Golf and Country Club. Brian Barnes, who once beat Jack Nicklaus twice in the same day at the 1975 Ryder Cup, took the win.
- In 1998 the total purse was \$1.1 million with the winner receiving \$165,000. The 2013 Shaw Charity Classic offers a total purse of \$2 million with a winner's share of \$300,000.
- Canada's Jim Rutledge will open tournament play Friday at 8 am. Two hours prior to Rutledge teeing off, fellow Canadian Graham DeLaet starts his quest for the PGA's Deutsche Bank Championship (and a place on Nick Price's International Presidents Cup team).

Tournament Information:

Event web site – www.shawcharityclassic.com

Champions Tour information - <http://pgatourgolffmedia.com> (must login)

Ticket and Parking Information:

Tickets for the Shaw Charity Classic are available online at www.shawcharityclassic.com. Youth 17 and under are admitted free with a ticketed adult.

The quickest and greenest way to get the Shaw Charity Classic is to use the LRT to get to Anderson Station where free shuttles will run continuously every five minutes from Anderson Station to the Spectator Entrance at Canyon Meadows Golf & Country Club. Shuttles will run from 7 a.m. to one hour after play finishes each day of the tournament.

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 28 to September 1, 2013. 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 inaugural Champions Tour stop in Western Canada, the Shaw Charity Classic 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 of the World Golf Hall of Fame competing regularly in its events and 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. Points earned in 26 official Charles Schwab Cup events in 2013 will determine the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. 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. In 2012, tournaments on all five Tours (PGA TOUR, Champions Tour, Web.com Tour, PGA TOUR Latinoamerica, PGA TOUR Canada) generated more than \$130 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.85 billion. 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, FL. Follow the Champions Tour at facebook.com/ChampionsTour and on Twitter @ChampionsTour.

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