



**FOR IMMEDIATE RELEASE:  
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### **Tom Watson First to Commit to 2016 Shaw Charity Classic**

*Award-winning PGA TOUR Champions tournament releases ticket packages for 2016 event, Aug. 31 – Sept. 4*

**CALGARY**—Tom Watson will make his debut at the Shaw Charity Classic this summer – the PGA TOUR Champions event that has quickly become a staple on the schedules of the world’s best players over 50.

The World Golf Hall of Fame member has won 39 times on the PGA TOUR, including eight majors. Throughout his illustrious career, Watson has also captured five Claret Jugs as the British Open Champion (1975, 1977, 1980, 1982, 1983) and won both the 1982 US Open and the Masters Tournament in 1977 and 1981.

“I heard about the immediate success of the Shaw Charity Classic and there was no way I was going to miss it this time around,” said Watson, who recently made his 43rd and final appearance at The Masters.

“I still enjoy preparing for a tournament and teeing it up competitively. I have not played in Calgary before but I have heard nothing but positive things about the Shaw Charity Classic – be it the hospitality, the golf course, the tremendous galleries, and the record amount of money this event raises for children’s charities, which I’m very passionate about. I am looking forward to getting up there this summer and being a part of the show.”

Named Golfer of the Decade in the 1980’s for his 19 wins and 86 top-10 finishes, Watson is a six-time PGA TOUR Player-of-the-Year and was the leading money-winner five times throughout his career. After playing on four Ryder Cup teams for the United States (1977, 1981, 1983, 1989), Watson captained the 1993 Ryder Cup squad to a come-from-behind victory.

While Watson is now most comfortable playing on the PGA TOUR Champions Tour – where he has won 14 times, including six senior major victories – he did capture the world’s attention one more time in 2009 when Mr. British Open lost in a playoff to Stewart Cink after leading the Open Championship until the 72nd hole.

“The Shaw Charity Classic has been very successful in bringing many of the best names in golf to Calgarians, and we are thrilled to add Tom Watson to that list,” said Sean Van Kesteren, executive director, Shaw Charity Classic. “Having players like Tom Watson continue to tee it up with the PGA TOUR Champions rekindles special memories for many of our spectators and allows them to create new ones with their children. I can’t think of a better way to kick off 2016 than by confirming that one of the most respected and accomplished sportsmen will be coming to Calgary.”

### **Shaw Charity Classic Launches 2016 Ticket, Hospitality and Sponsorship Sales**

In addition to Watson’s confirmation, tournament organizers officially launched the Shaw Charity Classic’s 2016 ticket, hospitality, and sponsorship sales campaign.

Exciting action, a relaxed atmosphere, and luxury hosting have all been core ingredients to the top event on the PGA TOUR Champions circuit over the last three years, and 2016 promises to be no different with Pro-Am spots, corporate skyboxes, unique group hosting experiences, and sponsorship opportunities available at all levels.

“We recognize it is tough times for all of us in Calgary right now so we have created very affordable ticket packages, for both the general public and corporations, that we feel cannot be beat,” said Van Kesteren. “Be it testing your mettle against the greats of the game in one of our Pro-Ams, interacting with tens-of-thousands of daily spectators alongside the ropes, or hosting VIPs in style, we are willing to work with groups of all sizes to design a creative, budget-friendly package and experience that fits any group.”

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Tickets for the Shaw Charity Classic are available online at [www.shawcharityclassic.com](http://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](http://www.shawcharityclassic.com), or contact Caitlin Buckell at [caitlin@shawcharityclassic.com](mailto:caitlin@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 Tour, 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 PGA TOUR Champions Tour 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's prestigious President's Award in 2015 and 2014. The Tournament has raised more than \$8.6 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](http://www.shawcharityclassic.com). Follow the Shaw Charity Classic at [facebook.com/shawcharityclassic](https://www.facebook.com/shawcharityclassic) and on Twitter @shawclassic. The Shaw Charity Classic is managed by the Bruno Event Team and Shaw Communications Inc.

### **About PGA TOUR Champions**

PGA TOUR Champions has the most recognizable and accomplished players in the game, with many of its 34 members in the World Golf Hall of Fame competing regularly in its events. It's where Legends play. The Tour also counts numerous other major championship winners among its members. PGA TOUR Champions 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. PGA TOUR Champions 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 2015 determined Bernhard Langer as the Charles Schwab Cup champion. In 2016, the newly-introduced Charles Schwab Cup Playoffs will identify and recognize the Tour's leading player. The Commissioner of the PGA TOUR is Tim Finchem. Greg McLaughlin is President of PGA TOUR Champions. The PGA TOUR's website is [pgatour.com](http://pgatour.com), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow the PGA TOUR Champions at [facebook.com/ChampionsTour](https://www.facebook.com/ChampionsTour) and on Twitter @ChampionsTour.

### **For further information, please contact:**

Chris Dornan  
Shaw Charity Classic  
T: 403-620-8731