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**Canadian Energy Executive Association Adds Firepower to
Shaw Charity Classic Charitable Efforts
*CEEA becomes official partner of award-winning event***

CALGARY—The Shaw Charity Classic added another major player into the mix of its charitable giving efforts on Wednesday. The Canadian Energy Executive Association (CEEA) will become an official partner with the award-winning tournament through the next four years.

The CEEA has confirmed they will leverage a variety of its events, including the Annual Energy Executive Conference, Oilmen's Golf Tournament and Executive Ball to raise money for the Shaw Charity Classic's Foundation in support of more than 150 children's charities throughout Alberta.

"Our mission at the CEEA is to build a premier network to advance the energy industry in Canada," said Ken Berg, chair of the CEEA. "The Oilmen's Golf Tournament has been a staple event for us so partnering with the Shaw Charity Classic was a logical fit. We are thrilled to be able to leverage our network in order to help the Shaw Charity Classic have an even greater impact on supporting youth-based charities across Alberta."

An award-winning tournament on the PGA TOUR Champions, the Shaw Charity Classic has set a charitable giving record in each year since the Tour swung into Calgary in 2013. The tournament introduced a Birdies for Kids program two years ago – a unique fundraising initiative that gives all Albertans the opportunity to participate in the event's charitable programs. As a result that tournament's charitable giving totals have catapulted to more than \$13.8 million over four years.

"We have always remained very true to our goal for bringing PGA TOUR Champions golf to Calgary – leverage a world-class sporting event to positively impact youth in the province," said Sean Van Kesteren, executive director, Shaw Charity Classic. "We are very proud of the fundraising efforts we have accomplished for children's charities to date, but none of this is possible without the partnerships created with corporations in our community. The CEEA is built on partnerships and has a rich history of making positive advancements in Alberta. Having them on our team is a big win for our tournament."

Tournament officials are currently planning the fifth anniversary of the Shaw Charity Classic. Many of the greatest names in golf will once again tee it up at Canyon Meadows Golf and Country Club, August 30 – September 3, 2017. Corporate packages for the Shaw Charity Classic are available online at www.shawcharityclassic.com.

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 30 – September 3, 2017. The field, which will consist of 78 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 Inc, the Shaw Charity Classic won the prestigious President's Award as the top



event on the PGA TOUR Champions in 2015 and 2014. The Tournament has raised more than \$13.8 million in its first four years, with a PGA TOUR Champions record setting donation of \$5,217,713 raised in 2016 that was distributed amongst 124 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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