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PGA TOUR's Champions Tour Awards Calgary's Inaugural Shaw Charity Classic "Outstanding Achievement Award"

Event Named One of Top Tournaments on Tour

CALGARY – The Champions Tour announced today that the Shaw Charity Classic has been named one of the top events on the Tour, awarding it the distinguished "Outstanding Achievement Award" for the inaugural event. The award was one of four awards announced last night at the PGA Tour and Champions Tour tournament meetings held in Ponte Vedra Beach, Fla., at TPC Sawgrass.

The Outstanding Achievement Award is awarded by the Tournament Advisory Council to an event that goes above and beyond to introduce unique concepts and initiatives to promote the tournament. Taking place just months after the devastating floods hit the Calgary area, the Shaw Charity Classic put an emphasis on thanking the community with different initiatives surrounding the tournament, including the "Shootout at the Meadows" that featured first responders taking on 12 Olympians in a "Closest to the Pin" showdown. Additionally, the tournament made a \$250,000 donation to flood recovery efforts that was included in the overall announcement of \$2,276,251 going to southern Alberta charities. That donation is the single largest charitable donation in Champions Tour history.

In addition to giving each of the Champions Tour players a traditional Calgary welcome with custom white hats upon arrival at Canyon Meadows Golf and Country Club, another unique opportunity that set the Shaw Charity Classic apart from other tournaments was a visit by the stars of Hockey Canada. NHL players invited to Team Canada's Olympic orientation camp stopped by Canyon Meadows on Monday of tournament week to meet Champions Tour players and youth-based southern Alberta charitable beneficiaries before playing a round of golf.

"Calgary was already excited to have this Champions Tour event in our backyard, but to have the entire community come together to help us kick off tournament week was an added bonus," stated tournament director Sean Van Kesteren. "We are honoured to receive this award from the Champions Tour and to be recognized as one of the top events on Tour in only our first year is outstanding. The real winners here are the southern Alberta charities that benefitted from the more than \$2.2 million the tournament donated this year. We would like to thank Calgary for supporting this great event for the community, the Patron Group for making this event possible and of course the outstanding support from title sponsor Shaw Communications. We have a great team and are on track for next year's event to be even bigger and better."

"Even after the devastating flood, Calgary showed how philanthropic they are. Those numbers are just crazy," the inaugural champion Rocco Mediate stated during a recent visit to Calgary. In addition to winning the Shaw Charity Classic, Rocco Mediate was recently awarded "Rookie of the Year" on the Champions Tour.

"Everybody loved the golf course. What I liked most was the turnout. People came out and supported it like crazy. Besides our U.S. Open, it was as many people as we had all year.

Probably number two. So we'll be back. And back. And back. As long as they'll have us. I loved it. Looooooved it. I'm not surprised at anything that happens out here in Calgary."



The overall success of the tournament was noticed by other Champions Tour players as they competed at Canyon Meadows. “I would have to give it a 10 out of 10,” stated fan-favourite Nick Price. “It was great fun. The weather was fantastic. The people were so enthusiastic and so happy to have us here. The golf course condition was superb. What more can you say?”

Tournament officials also recently announced that golf’s legends 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 in 2014 when the tournament will be played August 25-31.

While tickets to the 2014 Shaw Charity Classic will be on sale soon, hospitality and pro-am teams are now on sale. New sponsorship and hosting opportunities have been created for businesses and corporations seeking a unique hosting experience for employees, customers and business partners. For more information on tickets and corporate packages, please visit www.shawcharityclassic.com.

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 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 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 www.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/Champions Tour and on Twitter @ChampionsTour.

About Shaw Communications Inc.

Shaw Communications Inc. 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 3.3 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

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For further information, please contact:

Jessica Sciacca	Chris Dornan	Dave Senko	Mark Williams
Bruno Event Team	Shaw Charity Classic	Champions Tour	Champions Tour
T: 205-977-9350	T: 281-703-4394	T: 904-273-3252	T: 904-280-5058