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Shaw Charity Classic Tees Up Community Events

Junior Showdown, Women's Day and Birdies for Kids Champions Run highlight 2016 activities

CALGARY — From the youngsters of the game driving, chipping and putting their way onto the 18th green at Canyon Meadows Golf and Country Club, to corporate women networking on the tee box, to Calgarians forerunning the final round, the Shaw Charity Classic is set to tee up an activity for everyone this year.

“We have had a great deal of success in our tournament’s young history, but in addition to attracting the top players in the world, our team’s focus this year is to encourage a new wave of Calgarians to take in the Shaw Charity Classic,” said Sean Van Kesteren, executive director, Shaw Charity Classic. “Working with the PGA TOUR Champions players, our goal is to inspire and introduce new generations to golf – regardless of age or ability level.”

Junior Showdown Set for YYC

The action will kick off with Calgary’s crop of junior golfers who will have the opportunity to drive, chip and putt their way into the winner’s circle with the champion of the 2016 Shaw Charity Classic.

The award-winning tournament, in partnership with West Island College, will hold its first ever **FREE** Junior Drive, Chip and Putt skills challenge at the Golf Canada Centre on August 14. Juniors are encouraged to drop in anytime from 1-4 p.m. and test their skills.

Boys and girls will be divided into two age groups: 8-11 and 12-15. The winning competitors in their respective divisions will receive an inside-the-ropes experience during tournament week, and will be presented with a trophy alongside the Shaw Charity Classic champion on the 18th green at Canyon Meadows Golf and Country Club.

Judy Rankin Kicks off 2016 Shaw Charity Classic with Inaugural BDC Women’s Day

The Shaw Charity Classic and BDC will provide a unique opportunity to network while improving on your golf skills at the inaugural Women’s Day on Monday, August 29, at the Canyon Meadows Golf and Country Club.

Led by special guests, LPGA Tour Hall of Fame member, **Judy Rankin** and **Samantha Charlesworth**, CFO of Superior Lodging Corp., the event will consist of breakfast and a moderated panel discussion.

Participants who purchase the opportunity to golf, will then head under the ropes and play the back nine of the tournament course! *Limited playing positions available.*

Come ready to network, be inspired, and take in the whole women’s only experience.

All participants will also receive a general admission pass to attend the Shaw Charity Classic on the day of their choosing, September 2-4 to catch the PGA TOUR Champions in action.

To learn more, and reserve your spot, please visit <http://shawcharityclassic.com/womens-event.php>

Forerun the Final Round – Birdies For Kids Champions Run

PGA TOUR Champions pro, Scott McCarron, will be packing his running shoes in his golf bag when he makes the return trip to Calgary this summer to play in the fourth edition of the Shaw Charity Classic.

McCarron and his wife, Jenny, will lead up to 500 Calgarians (all ages) for the inaugural five-kilometre Birdies for Kids Champions Run. Running enthusiasts will have the opportunity to join Scott – who will be the official starter – Jenny and other Tour players for a morning run or walk alongside the fairways of Canyon Meadows Golf Country Club prior to Sunday’s final round on September 4.



The proceeds from the run will go to Birdies for Kids presented by AltaLink, which is now in its second year. Birdies for Kids raises millions for youth-based charities across Alberta.

“Daily fitness is a huge part of both mine and Jenny’s lives. Not only does it enable us to enjoy a more healthy lifestyle all-around, but being active is good for the mind and has played a key role in providing me with the opportunity to extend my golf career into my 50’s,” said McCarron, who added that Jenny regularly competes in triathlons and qualified to represent the United States last summer at an International Olympic distance race in Nebraska, and recently completed a 70.3 Ironman event.

“Since meeting Jenny four years ago, we have trained together regularly. Her preparation for triathlons has definitely had a positive effect on my golf game. Golfers need flexibility, mobility, stability, strength and power so being fit is very important to my preparation. We are both excited to be a part of this unique event, and hope Calgarians will embrace fitness and join us for a fun, non-competitive, morning run or walk around the course.”

The run, which will begin at 7:30 a.m., winds its way in and around Canyon Meadows Golf and Country Club. A traditional pancake breakfast will be prepared for all participants once they cross the finish line, and their guests. The cost to participate in the run is \$30 for adults and \$10 for youth (ages 17 and under). Race kits include a Birdies for Kids Champions Run t-shirt, water bottle, unique race bib, pancake breakfast and a ticket to the final round of the tournament. Runners’ guests are also encouraged to come down and cheer on the participants, meet the Tour players and enjoy breakfast before taking in the final round. The cost for guests to watch is \$10 for adults and free for youth 17 and under.

All proceeds generated from the run will go to the Birdies for Kids matching pool to support 113 children and youth-based charities across Alberta. Despite setting charitable giving records in each of its first two years, donations skyrocketed in 2015 with the addition of Birdies for Kids.

Tickets, hospitality and sponsorship packages for the Shaw Charity Classic are available online at 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.

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, 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, the Shaw Charity Classic won the PGA TOUR Champions prestigious President’s Award in 2015 and 2014. The Tournament has raised more than \$8.5 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. 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 Bruno Event Team and Shaw Communications Inc.

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