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Shaw Charity Classic, AltaLink Score Big Win For Alberta Youth-Based Charities With New *Birdies For Kids* Program

—Shaw Communications Commits \$1 million to six new 2015 Shaw Charity Classic Charitable Partners —

CALGARY—Building on two record-setting years of charitable giving, the Shaw Charity Classic – Calgary’s marquee PGA TOUR Champions Tour event – has partnered with AltaLink to extend its impact to as many as 90 charities across the province with the introduction of *Birdies for Kids*.

Based on a program introduced on the PGA Tour in 1971, *Birdies for Kids Presented by AltaLink* gives corporations and individual donors alike the opportunity to make a one-time or per-birdie donation, directed to the children’s charity of their choice. Those donations will be further leveraged through a tiered matching program that will see a percentage of the first \$250,000 donated to each charity. Champions Tour players racked up 1,000 birdies in the tournament’s inaugural year, and 892 birdies in 2014.

“Our reasoning for bringing a Champions Tour event to Calgary was twofold: to bring a world-class, fan- and family-friendly sporting event to our world-class city; and to positively impact Alberta youth through the tournament’s charitable component. I believe events like these are especially important to execute on, and execute well in these difficult economic times for our city,” said Clay Riddell, Shaw Charity Classic Tournament Chair and a member of the Patron Group, a collection of Calgary businessmen and philanthropists who were responsible for the creation of the tournament. “Birdies for Kids gives all Albertans the opportunity to participate in our charitable programs, and allows the Shaw Charity Classic to impact youth in every corner of the province.”

Corporate partners Shaw Communications Inc. and AltaLink, as well as representatives from participating charities, launched *Birdies for Kids Presented by AltaLink* during a fun nine-hole, mini-putt media challenge with kids representing the tournament’s charitable and community partners at Steele Creek Adventure Golf on Tuesday.

“In tough economic times, our charitable organizations are even more burdened than ever, so it’s inspiring for us to be able to step up and deliver an additional financial and volunteer boost through our new community investment program, focused on Alberta’s kids,” said Scott Thon, President & CEO of AltaLink. “We look forward to partnering with the Shaw Charity Classic to support even more charities through Birdies for Kids Presented by AltaLink.”

Companies and individuals can begin pledging their donations to *Birdies for Kids Presented by AltaLink* today by visiting the Shaw Charity Classic website www.shawcharityclassic.com where the full list of participating charities is available. All donations qualify for a charitable tax receipt, and 100 per cent of every donation goes directly to the selected participating charity.

Shaw Communications also announced today that it will commit a total of \$1 million to support six youth-based charities located across Southern Alberta. Shaw’s six official charitable partners include the Children’s Wish Foundation – Alberta & NWT Chapter; Classroom Champions; Junior



Achievement of Southern Alberta; KidSport Calgary; Ronald McDonald House Charities® Southern Alberta; and the Sheldon Kennedy Child Advocacy Centre.

“We are pleased to be working with six amazing and well-deserving local charities that are committed to making a profound difference to the lives of children and youth in our communities,” said Brad Shaw “The first two years of the Shaw Charity Classic have been a resounding success on all levels, but we are most humbled and touched by the impact that this event has had on our communities and local charities.”

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 5-9, 2015. The field, which will consist of 81 stars on the Champions Tour, will compete for US \$2.35 million in a three-round, 54-hole stroke-play tournament. The winner will receive US \$337,500 and 300 Charles Schwab Cup Points. The Champions Tour stop in Western 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 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. For tickets, or 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 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 in the World Golf Hall of Fame competing regularly in its events. The Tour also counts 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. 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. Points earned in official Charles Schwab Cup events in 2014 determined Bernhard Langer as the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour’s leading player. The Commissioner of the PGA TOUR is Tim Finchem. Greg McLaughlin 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, Fla. Follow the Champions Tour at [facebook.com/ChampionsTour](https://www.facebook.com/ChampionsTour) and on Twitter @ChampionsTour.

About AltaLink

AltaLink is Alberta’s largest electricity transmission provider. Serving more than three million Albertans, we’re dedicated to meeting the province’s demand for electricity, providing innovative solutions and partnering with our stakeholders and communities in doing so. A wholly-owned subsidiary of Berkshire Hathaway Energy, AltaLink is part of a global group of companies delivering electricity and utility services to customers worldwide.

FOR FURTHER INFORMATION:

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