



FOR IMMEDIATE RELEASE
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SHAW CHARITY CLASSIC ANNOUNCES TICKETS AND CORPORATE HOSPITALITY NOW ON SALE

LIMITED NUMBER OF VOLUNTEER POSITIONS STILL AVAILABLE

Calgary, AB – The Shaw Charity Classic, along with title sponsor Shaw Communications and the Patron Group, are pleased to announce that tickets, corporate hospitality and volunteer opportunities are now available for the inaugural Champions Tour event taking place August 26th to September 1st at Canyon Meadows Golf and Country Club in Calgary, Alberta. Interested parties are encouraged to visit www.shawcharityclassic.com for more information on how to get involved.

For companies or individuals looking for unique hospitality and entertainment, the Shaw Charity Classic has several opportunities to provide a special experience for clients, colleagues, friends and family members. From Skyboxes overlooking the 15th green to Clubhouse Champions Club packages, the Shaw Charity Classic has an array of corporate hosting opportunities to suit any budget. For a full listing of hospitality options still available, visit shawcharityclassic.com.

In partnership with Ticketmaster Canada, the Shaw Charity Classic is pleased to make tickets available for purchase at shawcharityclassic.com. Tickets are available to attend the practice and Pro-Am rounds Wednesday, August 28th and Thursday, August 29th for only \$10. Tickets for the Championship rounds Friday, August 30th through Sunday, September 1st are available for only \$30. For fans interested in attending each day of the tournament, a four-ticket package is the best value at only \$90. Children 17 and under are admitted free to the tournament with a ticketed adult.

“Interest and excitement leading up to the official launch of our corporate hospitality and ticket sales has been substantial, and we anticipate our 1,200 person volunteer team to be in place in record time,” said Sean Van Kesteren, Tournament Director of the Shaw Charity Classic. “The Shaw Charity Classic and Calgary market are a perfect fit and we fully expect to be one of the most successful Champions Tour events right out of the gate as we work towards raising significant funds for children’s charities throughout the region.”

Calgary’s support for the Shaw Charity Classic has been overwhelming and the number of registered volunteers reached more than 700 only one week after registration opened. There are a limited number of volunteer spots still available and individuals interested in volunteering are encouraged to visit the Shaw Charity Classic website soon to secure their spot for this inaugural event.

The inaugural Shaw Charity Classic is a three-round 54-hole stroke play tournament with a US \$2 million purse. The field will consist of 81 Champions Tour professionals, and the winner will



receive US \$300,000 and 300 Charles Schwab Cup Points. Among the Champions Tour stars eligible to compete in the Shaw Charity Classic are Fred Couples, Steve Elkington, Corey Pavin, Bernhard Langer, Peter Jacobsen, Mark O'Meara, Rocco Mediate and many more. A list of players committed to the field will be released at a later date. For more information regarding the Shaw Charity Classic, visit shawcharityclassic.com

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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 26 official Charles Schwab Cup events in 2013 will determine 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 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](https://www.facebook.com/ChampionsTour) and on Twitter @ChampionsTour.

About Shaw Communications Inc.

Shaw 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 3.4 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.

About the Patron Group

The Shaw Charity Classic is led by a philanthropic group of Calgary business leaders under the direction of Tournament Chairman, Clay Riddell and Vice-chairman, Allan Markin. Together they assembled a Patron Group that also includes Guy Turcotte, Keith MacPhail, Jim Riddell and PGA Tour Professional, Stephen Ames.



About Canyon Meadows Golf & Country Club

Canyon Meadows Golf & Country Club opened in 1957. Through the dedication and hard work of its members and course Superintendents, the once rural stretch of prairie matured into a premier championship golf facility over the past fifty years. In the late 1950's, members organized work parties to improve the course by collecting rocks and planting trees. The 7,158-yard, parkland layout has played host to many provincial and national amateur events. The course offers five sets of tees to challenge players of all levels, along with two separate driving ranges, a short game practice area and a new practice putting green.

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