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**Shaw Charity Classic Tops \$22 Million Mark in Charitable Giving
—PGA TOUR Champions event sets fifth straight record donation, raising \$8,391,413 in 2017—**

CALGARY—Canadians made a major mark on the fifth anniversary of Calgary's Shaw Charity Classic by chipping in to raise a record \$8,391,413 for 159 youth-based charities across Alberta.

The fifth straight record-setting donation for any event on the PGA TOUR Champions now brings the award-winning tournament's fundraising totals to more than \$22.1 million.

"We began our five-year celebrations by encouraging the public to find a small way to make their mark on this powerful event in Alberta that is having a lasting impact on communities throughout the province. This donation proves Albertans have made their mark in a major way," said Clay Riddell, Tournament Chairman, Shaw Charity Classic. "More than 2,400 generous donors from around the world played a key role in helping us achieve our goals through their unbelievably generous donations that will help positively impact the lives of more than 480,000 children."

The tournament's title sponsor, Shaw Communications, teed off the tournament's 2017 fundraising efforts with a total \$1 million contribution split between the Alberta Children's Hospital Foundation and the RESOLVE campaign, two of the Shaw Charity Classic's charitable partners.

"Five years ago, we wanted to help bring to our city a world class event that would benefit charities, children, and families across Alberta," said Brad Shaw, CEO, Shaw Communications. "Since then, the Shaw Charity Classic has become a cornerstone of our community, supporting hundreds of charitable organizations that are making meaningful impacts to families and kids across the province. We are sincerely grateful to the Patron Group, PGA TOUR Champions, the hundreds of volunteers, and most importantly, the thousands of fans who have made this event one of the biggest in Calgary."

Shaw Communications launched two new initiatives this year to further the charitable giving. Birdies for Charity saw \$500 donated for each birdie made on the 18th hole during the tournament. There were 83 birdies made over the three-round event, which raised \$41,500. However, the company bumped it up to a \$50,000 donation at the trophy ceremony. Additionally, Shaw donated \$100,000 for Make Your Mark Day held on August 6, which saw thousands of local golfers attempt to make a birdie on a designated hole at one of 20 participating golf courses across the city.

Building on the leadership of its title partner, the tournament's Birdies for Kids program once again played a critical role in helping to smash the tournament's previous annual fundraising totals.

Thanks to the support of Birdies for Kids presenting partner, AltaLink, individuals and corporations have the opportunity to make a one-time donation directed to the children's charity of their choice. Those donations were further leveraged through a tiered matching program that saw a percentage of the first \$250,000 donated to each charity. This year, Birdies for Kids expanded its reach to include more donors who helped provide a positive impact on more charities.

"We're incredibly proud of the impact the Birdies for Kids program is making on charities across Alberta dedicated to bettering the lives of children," said Scott Thon, President and CEO of AltaLink. "This year marks another record-breaking year for the tournament overall and the Birdies for Kids program, and it's possible only because of the generosity and can-do spirit of the people of this province."

The records didn't stop with the financial side of the tournament in 2017. A star-studded field of PGA TOUR Champions players, including Sir Nick Faldo, Jose Maria Olazabal, Colin Montgomerie, Fred Couples, Billy Andrade and 2017 champion Scott McCarron, played in front of another record number of spectators, with more than 45,000 people lining the fairways of Canyon Meadows Golf and Country Club throughout the week.



Shaw Communications originally launched the five-year anniversary celebrations last spring by reinforcing its commitment to bringing world-class golf to Calgary in an effort to raise big money for charities with a commitment to extend its title sponsorship of the event for three more years through to 2020. Officials are already focused on reaching new goals in 2018. Many of the greatest names in golf will once again tee it up at Canyon Meadows Golf and Country Club from August 27 to September 2, 2018. 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 27 – September 2, 2018. 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. The annual PGA TOUR Champions stop in Canada showcases Calgary to the world through its broadcast on the Golf Channel. Led by a philanthropic Patron Group including Tournament Chairman – Clay Riddell, Allan Markin, Keith MacPhail, Jim Riddell, Guy Turcotte, Gary Peddle, Mike Culbert 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 \$22.1 million in its first five years, with a PGA TOUR Champions record setting donation of \$8,391,413 raised in 2017 that was distributed amongst 159 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.

- 30 -

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