



**FOR IMMEDIATE RELEASE:  
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## **SHAW CHARITY CLASSIC PITCHING IN TO HELP FLOOD VICTIMS**

*Newest Champions Tour event donating \$250,000 to host city*

**CALGARY** – The Calgary-based team responsible for bringing the Shaw Charity Classic – the newest stop on the Champions Tour schedule – to the city is donating \$250,000 to the Southern Alberta Emergency Relief Fund, established to support organizations helping to rebuild following last month’s devastating floods. The donation comes on the heels of the June 18<sup>th</sup> announcement that Kids Cancer Care Foundation of Alberta was selected as the first charitable partner of the Shaw Charity Classic.

The Patron Group, a philanthropic team comprised of Tournament Chairman Clay Riddell, Vice Chairman Allan Markin, as well as Keith MacPhail, Jim Riddell, Guy Turcotte, and PGA Tour Professional Stephen Ames, created the Shaw Charity Classic with a view to not only bring a high-caliber, family friendly professional sporting event to Calgary, but also to raise money to support children’s charities in the city and across Southern Alberta. Last month’s devastating floods spurred the Group to expedite its philanthropic efforts in advance of the Shaw Charity Classic’s inaugural events at Canyon Meadows Golf and Country Club, August 26 to September 1.

“As Calgarians, we are saddened to see the devastation caused by the flooding in our city, and the impact those floods have had on thousands of children across Southern Alberta. In keeping with the spirit in which we created the Shaw Charity Classic Foundation, and the Champions Tour mandate to support communities, we are proud to direct the Foundation’s first donation to the Southern Alberta Emergency Relief Fund,” said Tournament Chairman Clay Riddell.

To-date, the Shaw Charity Classic has committed \$1.25 million in donations to local charities.

The Southern Alberta Emergency Relief Fund is comprised of registered charities identified to be working on the front lines of the flood. These charities support those with the highest needs, as well as those who make a direct impact to those in need.

### **About the Shaw Charity Classic**

The inaugural Shaw Charity Classic – August 26 to September 1, 2013 – 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. As the first annual Champions Tour stop in Western Canada, the Shaw Charity Classic at Canyon Meadows Golf & Country Club will showcase Calgary and Southern Alberta to the world through its broadcast on the Golf Channel. For more information on the event, please visit [www.shawcharityclassic.com](http://www.shawcharityclassic.com).



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