

**FOR IMMEDIATE RELEASE:  
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### **Calgary's Steve Blake Receives Sponsor Exemption into 2024 Rogers Charity Classic**

**CALGARY**— Calgary golf professional Steve Blake has booked another date with the legends of golf after receiving a sponsor exemption to tee it up at home at the 2024 Rogers Charity Classic.

Tournament officials celebrated Blake's 56th birthday on Monday by officially putting his name first on the 2024 tee sheet for the PGA TOUR Champions event, August 14-18. Blake is one of five exemptions handed out each year to fill the 78-man field.

"The Patron group and Rogers are proud to showcase the stars of the PGA TOUR Champions to Canadian golf fans and to make a positive impact on the people in our community," said Sean Van Kesteren, executive director, Rogers Charity Classic. "Giving one of Calgary's top senior golfers, who needs the support of our entire community right now, this opportunity to play in front of his friends and family is not only extremely rewarding, but supports this mission."

In addition to taking on the greatest names in the game of golf, Blake is also facing a bigger challenge outside the ropes: Stage 4 lung cancer.

"It is very hard to put into words what this exemption really means to me. Eight months ago, I was given the devastating news that so many (too many) of us have heard... you have cancer," said Blake, a member of the Hamptons Golf Club and active, non-smoker. "At that point in time, your whole world suddenly is turned upside down and my thoughts went from playing golf the next day to, am I going to survive the next day?"

Blake has spent the last eight months completing chemotherapy treatments.

"I am always looking for 'short term' and 'long term' goals to help me stay focused on the future, to make that future as positive as I can. This exemption not only allows me to get back to focusing on playing golf the next day, preparing for 'my Masters' and feeling some normalcy in my day-to-day life, but I also hope it will allow me to share my story to inspire those experiencing a similar situation to get up each day and keep fighting because you never know what lies around the next corner and encourage others to go in for early detection screening," added Blake. "This exemption, at this moment, means the world to me. It will be an opportunity to follow my dreams."

Blake, a financial advisor, also received an exemption to first live out his dream and tee it up at Canyon Meadows Golf and Country Club in 2018. He captured the Canadian golf world's attention by playing his way into the U.S. Senior Open earlier that summer at a qualifying event outside San Diego. Blake walked into a whole new arena playing alongside World Golf Hall of Fame Members including Vijay Singh, Davis Love III, Mark O'Meara, Bernhard Langer, and Colin Montgomerie.

Blake held his own despite missing the cut with rounds of 79-74. Returning to Calgary in August for another crack at the best in the game, he finished 72nd with rounds of 70-77-71.

“This is going to be totally different. When I played in 2018, I was just trying not to embarrass myself and display some sort of competency in golf. This time around it will be about embracing these special moments in life, absorbing the moments, and sharing the moments with my family, my friends, and my community,” said Blake. “Of course, I will be working very hard on my game to get it ready for the tournament. To that point, I will be focused on preparing to play within my new self. Going through the rounds of treatments, taking all the required medications and just the sheer emotional toll you go through, all influence your day-to-day physical and mental state. I am working hard on trying to find that healthy balance.”

The tournament, in its 11 year, reached a major milestone last year, raising more than \$100 million for 272 youth-based Alberta charities since its inception. Earlier this month, Rogers, the new title partner, kickstarted fundraising for the event’s charitable arm with a \$1 million donation. Now through the end of August 2024, [donations pledged through Rogers Birdies for Kids presented by AltaLink](#) to participating charities are matched up to 50% through the program’s matching pool.

“It is incredible what the Rogers Charity Classic has done to raise awareness and money for those in need, especially the children in our community. If my story can give those in a similar situation as mine some hope and encouragement to continue to follow their dreams, to continue to live life, to love life, to get up every day with a purpose and to keep fighting for themselves, their family, their friends, and supporters. If I can make a positive difference, even to one person that is struggling with this terrible disease, then I would consider any result in the tournament a total success.”

Tickets are now on sale for the 2024 Rogers Charity Classic. Rogers Charity Classic offers a variety of different packages for premier spectator and enhanced viewing and hosting experiences. Tickets are available for purchase at <https://rogerscharityclassic.com/buytickets/>

### **About Rogers Charity Classic**

Rogers Charity Classic hosts some of greatest names in golf at the Canyon Meadows Golf and Country Club in Calgary, Alberta each year. The field consists of stars from the PGA TOUR Champions who compete for US \$2.4 million in a three-round, 54-hole stroke-play tournament. Led by a philanthropic Patron Group along with title partner Rogers Communications, the annual PGA TOUR Champions stop in Canada showcases Calgary to the world through its broadcast on the Golf Channel. The Tournament has raised more than \$100 million since inception and helps thousands of Alberta youth annually through support to youth-based charities. For more information, please visit <https://rogerscharityclassic.com>. Follow Rogers Charity Classic at <facebook.com/rogerscharityclassic> and on X, formerly Twitter.

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