

FOR IMMEDIATE RELEASE:
August 6, 2024

Rogers Charity Classic to Support Those Affected by Alberta Wildfires
Tournament to donate \$10 from every ticket sale this year to the 2024 Alberta Wildfires Appeal

CALGARY – The Rogers Charity Classic today announced it will donate \$10 from every ticket sale, up to \$250,000 guaranteed by the tournament’s Patron Group, to the Canadian Red Cross Alberta Wildfires Appeal to immediately assist those impacted by the devastating fires in Jasper and other affected areas in Alberta.

The 2024 Rogers Charity Classic is scheduled to take place at Canyon Meadows Golf and Country Club in Calgary, August 14-18.

“As Albertans, we are saddened to see the impact the wildfires have had on thousands of families in Jasper and surrounding areas,” said Jim Riddell, Tournament Chairman. “In keeping with the charitable spirit of the Rogers Charity Classic and the mandate of the PGA TOUR Champions to support communities in need, next week Calgarians will have the opportunity to see legends of golf at Canyon Meadows while chipping-in to provide much-needed financial support for the Canadian Red Cross.”

The Patron Group is a philanthropic team comprised of Tournament Chairman Jim Riddell, Allan Markin, Keith MacPhail, Guy Turcotte, Gary Peddle, Mike Culbert, Brad Shaw and PGA Tour Professional Stephen Ames. The group created Canada’s lone PGA TOUR Champions stop, Rogers Charity Classic (formerly Shaw Charity Classic), in 2013 to bring world-class, family-friendly professional golf to Calgary with a charitable component. The tournament has raised more than \$100 million since its inception, supporting hundreds of children and youth charities across Alberta.

The governments of Canada and Alberta will match every dollar donated by Canadians to the Canadian Red Cross 2024 Alberta Wildfires Appeal. This means that every \$10 donated for every ticket sale will become \$30 to support those affected by the wildfires. Donations will support immediate and ongoing relief including financial assistance, support to evacuees and the communities hosting them, recovery and resilience efforts in response to the wildfires, as well as supporting community preparedness and risk reduction for future all-hazard disaster events within Alberta.

Rogers Communications recently launched text-to-donate, making it easy for Canadians to donate by texting the word ROGERS to 20222 [FR code is 30333] to make a \$5 donation. Rogers is matching new donations to the Canadian Red Cross 2024 Alberta Wildfires Appeal up to \$100,000. Like donations through Rogers Charity Classic ticket sales, donations will be matched by the governments of Canada and Alberta, so every \$1 donated through Rogers text-to-donate will have four times the impact. A variety of ticketing options for the 2024 Rogers Charity Classic are available including 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 the 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.

For more information:

Chris Dornan,

Rogers Charity Classic

E-mail: chris@rogerscharityclassic.com

T: 403-620-8731