



THE GRAHAM & RUBY DELAET FOUNDATION'S CHARITY EVENT - GRAHAM SLAM - RETURNS IN 2017 WITH THE ADDITION OF THE DELAET CUP

Graham Slam adds junior component to event with DeLaet Cup; New tournament format supports Foundation's mission to aid both children's health and wellness and develop junior golf across Canada

Saskatoon, SK (March 14, 2017) – The Graham & Ruby DeLaet Foundation announced today the return of its Graham Slam charity golf event, as well as the addition of a new junior golf initiative attached to the event in the DeLaet Cup. Graham Slam will kick off the week on Monday, June 12, followed by the DeLaet Cup from Tuesday, June 13 to Thursday, June 15, 2017. Both tournaments will be held at Riverside Country Club in Saskatoon, SK.

“Riverside Country Club is excited to host the 2017 Graham Slam and inaugural DeLaet Cup,” said Nolan Dooley, President of Riverside. “The Graham & Ruby DeLaet Foundation does very important work to improve the health and wellness of children and also supports the development of junior golf. Riverside is very proud to partner with Graham and Ruby for the benefit of those initiatives in Saskatchewan.”

Graham Slam, an annual event in the Saskatchewan community since 2013, has raised more than \$1 million for various charitable organizations such as the Children's Hospital Foundation of SK, The Weyburn & District Hospital Foundation, Golf Saskatchewan and Golf Canada, Ronald McDonald House of Saskatchewan, Children's Wish Foundation, and more.

Graham Slam is presented by Shaw Communications, a long-time partner of DeLaet's on and off the course. Through the Shaw Kids Investment Program (SKIP), Shaw supports organizations that promote children's health and wellness for kids across Canada.

“Graham's dedication to growing the game while improving the lives of children in Saskatchewan is admirable, and we are proud to support the good work that he and Ruby are doing to build a better future for kids all across the province,” said Chethan Lakshman, Vice President, Communications and Public Relations, Shaw Communications.

Launched in 2014, the Graham & Ruby DeLaet Foundation is focused on improving the health and wellness of children, as well as supporting the development of junior golfers at all stages. With this new event format, the Foundation will be able to reach both functions in DeLaet's home province of Saskatchewan.

“Ruby and I are so happy to once again be back in Saskatchewan to raise money for local charities,” said DeLaet. “The incorporation of the DeLaet Cup this year will be an exciting and memorable opportunity for these junior players from all parts of Canada.”





The DeLaet Cup, operated in conjunction with the Canadian Junior Golf Association (CJGA), will see qualifiers take place across Canada prior to the final event, with 24 of Canada’s top junior golfers gaining the opportunity to compete in the prestigious tournament. The qualifiers will produce 12 top juniors from the East and West coming together in Saskatchewan to play a Ryder Cup style match. DeLaet will be present throughout the tournament to watch the juniors’ performances and provide mentorship through clinics and golf talks. For more information on the DeLaet Cup qualifiers, please visit www.cjga.ca

"We are thrilled to partner with Graham and the Graham & Ruby DeLaet Foundation, and re-establish the Canada Cup format for our members across the country," stated Brad Parkins, Chief Operations Officer of the CJGA. "Not only will juniors have the unique opportunity of spending time with Graham during the week, but more importantly they will learn the first hand the importance of giving back and how through the game of golf you can affect positive change for those less fortunate."

2017 GRAHAM SLAM & DELAET CUP SCHEDULE

Graham Slam, presented by Shaw

Date	Time	Event
Monday, June 12	10:00 AM	VIP Breakfast
	11:30AM	Golf Clinic
	12:00PM	Registration/Lunch
	1:00PM	Tournament Begins
	6:00PM - 9:30PM	Reception

DeLaet Cup

Date	Event
Tuesday, June 13	DeLaet Cup Practice Rounds DeLaet Cup Opening Reception
Wednesday, June 14	DeLaet Cup Round 1 - Fourball DeLaet Cup Round 2 - Foursomes
Thursday, June 15	DeLaet Cup Round 3 - Singles DeLaet Cup Closing Ceremonies

In the coming weeks, the Graham & Ruby DeLaet Foundation will be making announcements on event entertainment, as well as the local charitable beneficiary of the event.

For additional information or to learn more about how you can get involved, contact McKenzie Clarke at mclarke@sportboxgroup.com or visit www.grahamslamevent.com

About Graham & Ruby DeLaet Foundation

Graham and his wife Ruby have a long-standing support of children’s health and junior golf. Since 2011, the Graham DeLaet Charity Golf Tournament has supported Saskatchewan-based organizations such as Golf Saskatchewan, the Weyburn & District Hospital Foundation, The Children’s Hospital Foundation of SK, and the Saskatchewan Ronald McDonald House. The 2014 launch of the Graham and Ruby DeLaet Foundation became the umbrella brand that drives the DeLaet’s charitable efforts across Canada and the United States. The mission of the Graham and Ruby DeLaet Foundation is





focused on improving the health and wellness of children, as well as supporting the development of junior golfers at all stages.

Foundation Twitter: [@Fore_Kids](https://twitter.com/Fore_Kids)

Event Website: www.grahamslamevent.com

About Canadian Junior Golf Association

The Canadian Junior Golf Association (CJGA) is a “registered Canadian amateur athletic association” (RCAAA) not-for-profit registered federally with Revenue Canada. The CJGA is dedicated to providing Canada's junior golfers with the necessary skills and knowledge required to lay a foundation for a future in competitive golf.

Through its six-stage competitive development program that focuses on tournaments, clinics, international competitions, and mentoring programs with PGA Tour professionals, the CJGA introduces the game to juniors as young as five and offers competitive multi-day events for the more advanced golfer. The CJGA acts as a feeder system to provincial and national competitions, collegiate and university golf, as well as professional and recreational golf.

For more information please visit www.cjga.com

The Canadian Junior Golf Association is generously supported by its National Partner, Freedom 55 Financial, which provides financial security advice and planning for Canadians.

About Shaw Communications

Shaw Communications Inc. is an enhanced connectivity provider. Our Consumer division serves consumers with broadband Internet, Shaw Go WiFi, video and digital phone. Our Wireless division provides wireless voice and data services through an expanding and improving mobile wireless network infrastructure. The Business Network Services division provides business customers with Internet, data, WiFi, telephony, video and fleet tracking services. The Business Infrastructure Services division, through ViaWest, provides hybrid IT solutions including colocation, cloud computing and security and compliance for North American enterprises.

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, SJR.PR.A, SJR.PR.B, NYSE – SJR, and TSXV – SJR.A). For more information, please visit www.shaw.ca

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