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## RBC AND RCGA ANNOUNCE DYNAMIC NEW VISION FOR INAUGURAL RBC CANADIAN OPEN

- Week-long Festival Celebrating Canadian Golf to be Highlighted by Significant Tournament Enhancements
- o 5-Year Strategic Plan to Rebuild Canada's National Championship Drives Early Results
- Field Shaping Up Nicely with Early Commitments from High-profile PGA TOUR Players Hoping to Derail Jim Furyk's Bid for a Canadian 3-Peat

**Oakville, Ont. (RCGA)** – The Royal Canadian Golf Association (RCGA) in partnership with new title sponsor, RBC, announced today a revitalized vision for the RBC Canadian Open anchored by a long-term strategic plan and highlighted by a series of significant tournament enhancements.

The inaugural RBC Canadian Open will take place July 21-27 at the renowned Glen Abbey Golf Club in Oakville, Ont. The event will feature both onsite and offsite activities expected to bolster community interest and attract record-setting attendance.

"From the moment we announced the new title sponsor on November 1<sup>st</sup> our partners at RBC were very forthright about their challenge to us that the RBC Canadian Open must be bigger and better than before," said Scott Simmons, CEO and Executive Director of the Royal Canadian Golf Association. "That means everything from the way we operate the event, our fan experience, our marketing and promotional efforts, the programming of auxiliary event enhancements and the inherent strength of our field."

"Since day one we've been working tirelessly, challenging the RCGA and ourselves on how to immediately elevate the status and prestige of Canada's national Open championship in year one, not just over the long haul," said Jim Little, Chief Brand and Communications Officer, RBC. "We see the RBC Canadian Open as a national, week-long celebration of golf; a 7-10 day festival rather than the traditional four rounds of golf inside the ropes. This first year will be a strong step in the right direction."

# A New Look and Feel

The inaugural RBC Canadian Open will feature several new enhancements designed to bolster community interest and attract record-setting attendance. Strong sponsor activation programs, upgraded corporate hospitality structures, event branding and upgraded directional signage round out what is sure to feel like a refreshed event in 2008.

New enhancements for the 2008 RBC Canadian Open include:

## SCORE Awards – Monday July 21

Formerly operating as a separate entity to the Canadian Open, the 28<sup>th</sup> Annual SCORE Golf Awards have been officially welcomed into tournament week of the RBC Canadian Open and will kick off tournament week on Monday, July 21<sup>st</sup> in a new 'Gala' format in downtown Toronto.

## PENGROWTH Championship Pro-Am Draw Party – Tuesday July 22<sup>nd</sup>

Attended by corporate hospitality buyers and sponsor partners playing in the Championship Pro-Am, this evening has been elevated with special guest hosts, appearances by past Canadian Open champions and the addition of a special musical guest.

### Sponsor Activation Programs – Wednesday July 23<sup>rd</sup> thru Tournament Week

RBC Canadian Open sponsors have been re-building their activation programs, both on and off-site, with a renewed focus on fan engagement and interactivity. In addition to on-site programs by Bell, Pengrowth, BMW and Molson, RBC will be announcing a major, high-profile downtown Toronto activity in support of the RBC Canadian Open that will engage golf fans in advance of tournament. Additional sponsor programming announcements will follow in the coming weeks leading up to the championship.

### PENGROWTH Concert Series @ the 19th hole - Thursday, Friday & Saturday July 24th, 25th & 26th

The on-site concert series will feature some of Canada's finest musical artists providing golf fans with an opportunity to enjoy the sounds of Blue Rodeo, 54-40 and Tom Cochrane right on the event grounds in a special open-air venue within the RBC Canadian Open's Spectator Village. Watch for more details on the PENGROWTH Concert Series @ the 19<sup>th</sup> hole and how fans can participate at <u>www.rbccanadianopen.ca</u>.

### **Future Host Venue Announcements**

The RCGA and RBC are committed to hosting the RBC Canadian Open at the finest golf courses in the country going forward. Future host city and venue announcements will be made in the coming weeks and months that will continue to address the goal of attracting stellar talent to Canada.

The driving force behind the growth of the event is a five-year plan focused on key elements aimed at returning Canada's National Championship to the premier status it once enjoyed on the PGA TOUR. Helping RBC and the RCGA create the best possible golf tournament are Canadian PGA Tour professionals Mike Weir and Stephen Ames as well as former PGA Tour player and now Special Advisor to the RCGA Richard Zokol. The plan was recently shared with the PGA TOUR's Executive team during the week of the PLAYERS and was met with extremely positive feedback.

## Early Player Commitments Signal Strong Field for Inaugural RBC Canadian Open

Two-time defending champion Jim Furyk tops an early list of PGA Tour notables that have announced their early intention to compete for the 2008 RBC Canadian Open. Furyk, currently the no. 7 ranked player in the world, will be joined by proven PGA Tour veterans and a collection of up and coming young stars at Glen Abbey to challenge for the \$5 million (US) purse.

"It's clearly a new era for the RBC Canadian Open and given it is the end of May we are delighted to announce that our defending champion Jim Furyk will be joined by PGA Tour stars Retief Goosen, Sean O'Hair, Fred Couples, Mark Calcavecchia, Ryuji Imada, J.B. Holmes, Boo Weekly, Jeff Quinney and Chris DiMarco as well as Canadian favourites Mike Weir and Stephen Ames," said Bill Paul, Tournament Director of the RBC Canadian Open. "In the coming weeks we will be announcing some additional names that are not only sure to please golf fans, but will be legitimate threats to challenge Mr. Furyk for Canada's national title."

## **Early Player Commitments:**

## Jim Furyk

- 13-time winner on the PGA Tour
- Currently ranked 7<sup>th</sup> in the world
- Sits 15<sup>th</sup> on current PGA Tour money list and 4<sup>th</sup> on the PGA Tour career money list with almost \$37 million (US)
- 5-time member of both the US Ryder Cup and President's Cup teams
- Looking to become the 3<sup>rd</sup> player to win three or more Canadian Open titles and the 1<sup>st</sup> to win three consecutive

### Sean O'Hair

- 2-time winner on the PGA Tour including his recent win at the 2008 PODS Championship
- Currently ranked 34<sup>th</sup> in the world
- Sits 20<sup>th</sup> on the current PGA Tour money list and 15<sup>th</sup> on FedExCup points race
- Touted as one of the rising stars on the PGA TOUR and a 2008 Ryder Cup hopeful

### **Retief Goosen**

- 6-time winner on the PGA Tour
- Currently ranked 31<sup>st</sup> in the world
- Sits 54<sup>th</sup> on the current PGA Tour money list and 21<sup>st</sup> on PGA Tour career money list with over \$19.1 million (US)
- Has competed in four World Cups and four President's Cups
- Finished 2<sup>nd</sup> at the WGC CA Championship earlier this year

### **Fred Couples**

- 15-time winner on the PGA Tour
- Sits 62<sup>nd</sup> on the PGA Tour money list and 19<sup>th</sup> on the PGA Tour career money list almost \$20 million (US) •
- Has represented the US at five Ryder Cups, four World Cups and four President's Cups

#### **Mark Calcavecchia**

- 13-time winner on the PGA Tour
- Currently ranked 55<sup>th</sup> in the world
- Sits 73rd on the current PGA Tour money list and 10th on the career money list with over \$22 million (US)
- Has played four Ryder Cups and one President's Cup
- 2005 Canadian Open champion (Shaughnessy Golf and Country Club)

#### **Chris DiMarco**

- 3-time winner on the PGA Tour
- Currently ranks 20<sup>th</sup> on the all-time PGA Tour money list with almost \$19.8 million (US)
- Has represented the US at two Ryder Cups and two President's Cups
- Is a graduate of the Canadian Tour (1992 Canadian Tour Order of Merit winner)

#### **Mike Weir**

- 8-time winner on the PGA Tour
- Currently ranked 44<sup>th</sup> in the world
- Sits 64th on the current PGA Tour money list and 13th on the all-time PGA Tour money list with over \$21.6 million (US)
- Has taken part in three World Cups and four President's Cups

### **Stephen Ames**

- 3-time winner on the PGA Tour
- Currently ranked 24<sup>th</sup> in the world
- Sits 21<sup>st</sup> on the current PGA Tour money list and 43<sup>rd</sup> on the all-time PGA Tour money list with over \$14.7 million (US)
- Has taken part in four World Cups

#### Ryuji Imada

- Currently 5th on PGA Tour money list and 3rd on FedExCup points race
- Currently ranked 52<sup>nd</sup> in the world Winner of 2008 AT&T Classic
- Four top-10 finishes in 2008

#### **Boo Weekley**

- Sits 10<sup>th</sup> on PGA TOUR money list and 8<sup>th</sup> on FedExCup points race
- Currently ranked 26<sup>th</sup> in the world Winner of the 2008 Verizon Heritage .
- Has three top-10 finishes in 2008

#### **J.B Holmes**

- Currently 11<sup>th</sup> on PGA TOUR money list 11<sup>th</sup> on FedExCup points race
- Currently ranked 42<sup>nd</sup> in the world
- Winner of the 2008 FBR Open
- Currently ranks 2<sup>nd</sup> in driving distance on PGA TOUR

#### Jeff Quinney

- Currently 9th on the PGA TOUR money list and 12th on FedExCup points race
- Currently ranked 49<sup>th</sup> in the world
- Won the U.S. Amateur Championship in 2000
- Finished 2<sup>nd</sup> on the 2002 Canadian Tour Order of Merit
- Represented the U.S. at the Walker Cup in 2001

The final field of confirmed players for the 2008 RBC Canadian Open at Glen Abbey Golf Club will be available after 5:00 pm on Friday, July 18<sup>th</sup>.

For updated corporate hospitality, tickets, volunteer and sponsorship information, please visit <u>www.rbccanadianopen.ca</u> or call 1-800-571-OPEN.

# ABOUT THE 2008 RBC CANADIAN OPEN

An exciting new era has arrived for Canada's national championship. Part of the FedEx Cup, stars of the PGA Tour will compete for \$5 million (US) at the RBC Canadian Open, July 21-27 at Glen Abbey Golf Club in Oakville, Ontario. Established in 1904, the tournament is the third-oldest national open golf championship worldwide next to the British Open and the U.S. Open. The RBC Canadian Open is proudly sponsored by RBC, Bell, Pengrowth and BMW Group Canada. For updated corporate hospitality, tickets, volunteer and sponsorship information please visit <u>www.rbccanadianopen.ca</u> or call 1-800-571-OPEN.

# **RBC AND THE RBC CANADIAN OPEN**

In partnership with the Royal Canadian Golf Association (RCGA), RBC is the title sponsor of the RBC Canadian Open, the third oldest national golf championship worldwide, next only to the British Open and the U.S. Open. With a history of great players and premier fields, the RBC Canadian Open provides golf fans with the opportunity to experience the excitement of a world class event on Canadian soil. RBC also sponsors all levels of amateur sport, from grassroots programs in local communities to national sport organization and elite-level athletes.

# ABOUT THE ROYAL CANADIAN GOLF ASSOCIATION

The Royal Canadian Golf Association (RCGA) is the governing body of golf in Canada, representing 377,000 members at 1,600 clubs across the country. Recognized by Sport Canada as the National Sports Organization (NSO) for golf in this country, the RCGA's mission is to grow participation in and passion for the sport while upholding the integrity and traditions of the game. The RCGA conducts programs and services to help shape the future of golf in Canada. High performance athlete development, Rules of Golf and amateur status, handicapping and course rating, turfgrass and environmental research, the Canadian Golf Hall of Fame and Museum and CN Future Links, Canada's national junior golf program, are only some of the initiatives the association leads for golf in Canada. In addition, the RCGA conducts Canada's most prestigious golf championships. The RBC Canadian Open and CN Canadian Women's Open attract the best professional golfers in the world, while regional junior and national amateur championships showcase the best in Canadian golf. For further information on what the RCGA is doing to support golf in your community please visit www.rcga.org.

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