



**For Immediate Release:
June 8, 2011**

RBC CANADIAN OPEN UNVEILS EXCLUSIVE ONLINE CHARITY AUCTION

Every golf fan's dream experiences now available via on-line auction. Trips to the Ryder Cup, PGA Championship, as well as VIP access to World Junior Hockey Championships and TIFF

Auction proceeds to support national charity partner, The Mike Weir Foundation

Vancouver (Golf Canada) — Golf Canada, in partnership with title sponsor RBC, today announced the launch of an online auction that will offer Canadians the chance to bid on exclusive VIP golf experiences and other memorabilia, as part of the charitable commitment of the 2011 RBC Canadian Open.

The online auction, www.rbccanadianopen.com/auction, will run from June 7 to July 24, 2011 and offer five different bidding lots. Premium items available for auction include VIP trips to the most coveted professional golf events such as the Ryder Cup, PGA Championship and TELUS World Skins as well as the World Junior Hockey Championship and Toronto International Film Festival. There are also several unique pieces of autographed memorabilia up for auction.

All proceeds from the online charity auction will go directly to The Mike Weir Foundation, the National Charity Partner of the RBC Canadian Open.

One of the key commitments made by RBC and Golf Canada is for the RBC Canadian Open to generate \$5 million over five years in support of children's wellness in Canada. Since 2008, the RBC Canadian Open has contributed over \$3 million dollars to various charities and community programs.

"I'm thrilled with the charitable efforts Golf Canada and RBC have made over the past few years," said Mike Weir. "I'm excited that they are able to continue this while offering so many unique and exclusive golf opportunities and items to Canadians through this online auction. The continued commitment to raise more awareness and support for the various children's programs we fund is truly appreciated."

Opening auction bids will be listed with each item — some items starting as low as \$20 — to ensure that all golf fans are able to participate. Memorabilia signed by PGA TOUR stars as well as VIP trips to some of the best golf events in the world are up for grabs.

Information on the auction, the items, and The Mike Weir Foundation can be found by visiting www.rbccanadianopen.com/auction.

Suite 1 – 1333 Dorval Drive
Oakville, ON L6M 4X7
rbccanadianopen.com
golfcanada.ca

T 905-849-9700
Toll Free 1-800-571-OPEN (6736)
F 905-845-7040



Auction Timing & Feature Items:

Lot # 1

Opens Tuesday June 7th – Closes Tuesday June 14th

- Features a VIP Trip for two (2) to the **2012 RBC Canadian Open** in Hamilton, Ont. including airfare, accommodation, one (1) playing position in Wednesday's Championship Pro-Am and Clubhouse access. Airfare and accommodations incl.
[Est. Value \$15,000, starting bid \$5,000]

Lot # 2

Opens Tuesday June 14th – Closes Friday June 24th

- Features a VIP Trip for four (4) to the **2011 TELUS World Skins** in Banff, Alta. including airfare, accommodations, four (4) playing positions in Sunday's Pro-Am, and Clubhouse and Inside-the-Ropes access for Monday and Tuesday's feature event.
[Est. Value \$25,000; starting bid \$5,000]

Lot # 3

Opens Friday June 24th – Closes Monday July 4th

- Features a VIP Trip for 2 to the **2011 PGA Championship** in Atlanta, Georgia including airfare, accommodations and VIP RBC Chalet access for the 3rd and 4th rounds.
[Est. Value \$15,000; starting bid \$5,000]

Lot # 4

Opens Monday July 4th – Closes Thursday July 14th

- Features a VIP Trip for four (4) to the **2012 IIHF World Junior Hockey Championship** in Calgary including airfare, accommodations, tickets to both Semi-Finals and the Gold Medal Game.
[Est. Value \$10,000; starting bid \$5,000]

Lot # 5

Opens Thursday July 14th – Closes Sunday July 24th

- Features a VIP Trip for two (2) to the **2012 Ryder Cup** in Chicago, Illinois including airfare, accommodations, VIP RBC Chalet access Friday through Sunday.
[Est. Value \$15,000, starting bid \$7,000]

ABOUT THE 2011 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 \$5.2 million (US) at the RBC Canadian Open, July 18-24, 2011 at Shaughnessy Golf and Country Club in Vancouver. 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, BMW Group Canada, Southern Implants, C.F.F Stainless Steels, The Glenlivet, The Globe and Mail, Mike Weir Wine and Corona. For updated corporate hospitality, tickets, volunteer and sponsorship information please visit www.rbccanadianopen.com or call 1-800-571-6736.

THE MIKE WEIR FOUNDATION

The Mike Weir Foundation is dedicated to advancing the physical, emotional and educational welfare of children in Canada. Since its inception, the Foundation has raised over \$5 million for children's wellness - with over \$3 million being provided for children's health care and related causes. Numerous local and national children's charities have received support from The Mike Weir Foundation.

www.mikeweirfoundation.com.

GOLF CANADA – LOVE THE GAME. GROW THE GAME.

Golf Canada – a member-based organization governed by the Royal Canadian Golf Association (RCGA) – is the governing body of golf in Canada, representing close to 350,000 members at almost 1,500 clubs across the country. Recognized by Sport Canada as the National Sports Organization (NSO) for golf in this country, Golf Canada is responsible for promoting participation in and a passion for the game of golf in Canada.

Golf Canada actively conducts championships, programs and services to help shape the present and future of golf in Canada. High performance athlete development, National Golf in Schools, Golf Fore the Cure, 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. As the authority for golf in Canada, the association also administers the Rules of Golf, amateur status and handicapping and course rating under the respected RCGA brand.

In addition, Golf Canada 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 provide world class competitive opportunities for Canada's top golfers to showcase their talents.

For more information about what Golf Canada is doing to support golf in your community, visit us online at www.golfcanada.ca.

- 30 -

For more information:

Dan Pino
Director, Media and Public Relations
Golf Canada
(t) 1-800-263-0009 ext. 406
(c) 416-434-5525
(e) dpino@golfcanada.ca