

# Sport and Cultural Events Stimulate the Economy and Build Calgary's Shareable Experiences

*CALGARY SET TO HOST THE PGA TOUR CHAMPIONS SHAW CHARITY CLASSIC, 2019 CANADIAN COUNTRY MUSIC AWARDS AND COUNTRY MUSIC WEEK*

BY BRIDGETTE SLATER

As Ultimate Hosts, Tourism Calgary proudly supports 89 sport, culture and major events annually, which contribute over \$108 million in economic impact. These events build Calgary's brand, enrich the city's vibrancy, stimulate the economy, support hosting infrastructure and attract visitors. In the coming weeks, Tourism Calgary looks forward to seeing how events like the PGA TOUR Champions Shaw Charity Classic (taking place Aug. 28 to Sept. 1) and the 2019 Canadian Country Music Awards and Country Music Week (taking place Sept. 5-8) intensify our city's vibrancy.

For the past six years, the PGA TOUR Champions Shaw Charity Classic has drawn some of the greatest names in golf to Calgary and set records for charitable giving with over \$34 million raised for Alberta-based charities. This year's event will feature 78 players – including representatives from Fiji, Sweden, Paraguay, Mexico, South Africa and the United States – and is expected to attract 40,000 spectators and generate over \$11.4 million in economic impact for Calgary. This annual PGA TOUR Champions stop is not only a huge draw for visitors, it's a unique opportunity to showcase Calgary's offerings to a potential 330 million households in 190 countries and territories through complete broadcast coverage on networks like the Golf Channel. As an official partner, Tourism Calgary is proud to support the Shaw Charity Classic through financial contributions, visitor information services and event marketing. This year, Tourism Calgary will also host five media professionals from the Golf Journalists Association of Canada at the event so they can curate stories that tell Calgary's destination golf story.

The Canadian Country Music Awards and Country Music Week will return to Calgary for the ninth time, earning Calgary the title of the show's most frequent host city. Featuring events like the Legends Show, Songwriters' Series and the 2019 CCMA Awards Show, this four-day event is expected to attract over 6,000 out-of-town visitors and generate over \$9 million in economic impact for the city. Alberta's Tenille Townes and three-time Academy of Country Music Award winner Old Dominion will be among the stars performing at the 2019 Awards Show. Visitors and Calgarians alike will also have a unique opportunity to celebrate Canadian country music through concerts and activities hosted at the CCMA Fan Village. From working with Studio Bell, home of the National Music Centre, to develop the winning bid for this event, through to promoting and activating all the events slated for Country Music Week, Tourism Calgary has proudly supported this event throughout the entire process.

Visitors and Calgarians will have even more opportunities to experience the city's offerings and celebrate Canadian excellence when Calgary hosts the 2019 Grey Cup championship and festival from Nov. 20-24. These signature events not only contribute to Calgary's growing reputation as the Ultimate Host City, they boost civic pride and leave legacies that enhance quality of life for Calgarians. To learn more about upcoming sport, culture and major events in Calgary, see [visitcalgary.com](http://visitcalgary.com). **B**