



## NEWS RELEASE

### **CANADIANS HELP 'MAKE IT HAPPEN' FOR OUR NATIONAL ATHLETES** *Shaw Making it Happen Auctions Raise \$1.06 million in Support of Canadian Athletes*

**CALGARY, AB (June 8, 2009)** – Shaw Communications surpassed their goal of raising a million dollars for Canadian athletes this past weekend. The second Shaw *Making it Happen* auction hosted on Shaw TV and Shaw Direct on Sunday, June 7, combined with the funds raised at the first auction, raised an impressive \$1.06 million that will go directly to Canada's high-performance athletes through the Canadian Athletes Now Fund (CAN Fund) as they prepare to compete on the world stage.

"We want to say a sincere thank-you to all of our viewers and Canadians across the country who participated in the *Making it Happen* auction," said Peter Bissonnette, President, Shaw Communications Inc. "Our athletes work hard to represent Canada at international competitions and at Shaw we're proud to do our part in supporting their efforts."

For eight hours, 70 Canadian athletes - including Olympic champion speed skaters Denny Morrison and Jeremy Wotherspoon - were in attendance at the live auction managing phones and taking bids on the 400 auction items.

"We are simply ecstatic at the support we've received from Shaw and Canadian viewers," said Jane Roos, Founder and Executive Director of the CAN Fund. "The money raised through the Shaw *Making it Happen* auctions will allow the CAN Fund to support hundreds of our national athletes in their journey to excellence. The standard of competition around the world is intensely high, and to compete to win, our athletes need to have the same advantage as athletes from other countries. This money will allow our national competitors to focus on their sport, not on how they're going to pay their bills."

Shaw's goal was to raise a million dollars for athletes prior to the end of 2009. Shaw matched every dollar raised and the total contribution was \$1.06 million to the CAN Fund. Shaw continues to support our Canadian athletes as an official sponsor of Bobsleigh Canada Skeleton and through the Shaw Hire-an-Athlete program that gives five athletes jobs at Shaw during their offseason. Shaw matches their wages earned during their work term.

For more information please visit <http://www.shawpoweringcanadianathletes.ca/>

#### **About Shaw Communications Inc.**

Shaw Communications Inc. is a diversified communications company whose core business is providing broadband cable television, High-Speed Internet, Digital Phone, telecommunications services (through Shaw Business Solutions) and satellite direct-to-home services (through Shaw Direct). The Company serves 3.4 million customers, including over 1.6 million Internet and 750,000 Digital Phone customers, through a reliable and extensive network, which comprises 625,000 kilometres of fibre. 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, NYSE – SJR).

#### **About the Canadian Athletes Now Fund**

The Canadian Athletes Now Fund is a not-for-profit organization devoted solely to raising money and awareness for our Canadian athletes. Celebrating its 11th anniversary, the Fund has helped over 600 Canadian athletes prepare for international summer and winter competitions. Canadian athletes allocate this direct financial support to their training, coaching, nutrition and living expenses. For every contribution over \$25 a tax receipt is issued and the donor finds out which athlete they have supported. [www.CanadianAthletesNow.ca](http://www.CanadianAthletesNow.ca).