

KIDS UP FRONT CANADA AND SHAW COMMUNICATIONS TEAM UP TO BRING 20,000 NEW CANADIANS TO WORLD CLASS EVENTS

(March 28, 2017 – Toronto, Canada) Kids Up Front Foundation and Shaw Communications Inc. announced this week their new partnership and subsequent expansion of the Shaw Newcomer Pass Program to benefit 20,000 families in celebration of Canada's 150th birthday.

The Shaw Newcomer Pass Program is an initiative that addresses the social and economic exclusion that may impact the health of newcomers to Canada. Through the distribution of unused tickets and passes, and the creation of special events, the program will provide unique opportunities for new families to connect with their city and gain an appreciation for Canadian pastimes and entertainment.

Over the next two years, the Shaw Newcomer Pass Program will engage children, youth, and families who are new to Canada by connecting them to arts, culture, and sport in Ottawa, Toronto, Edmonton, Calgary, and Vancouver. With Shaw's support, Kids Up Front, in collaboration with partner agencies, will aim to give new Canadian residents an opportunity to be included in events they may otherwise be unable to participate in due to cost or other factors.

Quotes:

"The work that Kids Up Front is doing through the Shaw Newcomer Pass Program reflects the spirit of inclusivity that defines our country. Experiencing a live performance or sporting event brings people closer together and connects them to a larger community. We hope that through this program, newcomers to Canada will feel even more welcomed and begin to create lifelong and heartfelt memories." Chethan Lakshman, Vice President, Communications and Public Relations

"Kids Up Front gives young newcomers the opportunity to learn more about their new country through a universal language – art. Everyone is welcome at the Art Gallery of Ontario, and we think of Kids Up Front as our ambassadors helping us tear down barriers, both real and perceived." Bev Carret, Manager Community Relations, Art Gallery of Ontario

"Upon exiting the arena, one of the newcomer youth said: Now that I've seen a hockey game I truly feel Canadian." Youth Worker, East Metro Youth Service

For more information on the Shaw Newcomer Pass Program, please visit:

Toronto	http://www.kidsupfronttoronto.com/programs/shaw-newcomer-pass-program/
Edmonton	http://www.kidsupfrontedmonton.com/programs/shaw-newcomer-pass-program/
Calgary	http://www.kidsupfrontcalgary.com/programs/shaw-newcomer-pass-program/
Vancouver	https://www.kidsupfrontvancouver.com/programs/shaw-newcomer-pass-program/
Ottawa	http://kidsupfrontottawa.com/newcomerpassprogram/

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About Kids Up Front Foundation

Kids Up Front Foundation was first incorporated in Calgary in 2000 and now has offices in Edmonton, Vancouver, Toronto, Ottawa and, coming soon, Atlantic Canada. Kids Up Front provides unique opportunities for kids to attend sporting events, theatre productions, concerts, galleries, museums and world-class events by redistributing unused tickets. Kids Up Front creates partnerships with child-serving charitable agencies, who in turn select the ticket recipients from within their programs. By implementing a program that wraps a process around tickets "in"

and tickets "out," including quality control measures, Kids Up Front is able to distribute tickets fairly and efficiently to thousands of kids.

For more information, please contact:

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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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