



Former NHL All-Star Theo Fleury Announced to Play in the Graham Slam Celebrity Exhibition Match and Live Concert

*Fleury will join fellow Saskatchewan native, PGA TOUR Golfer Graham DeLaet in Match;
Fleury's Band will Headline the Graham Slam Live Concert*

Saskatoon, SK (March 15, 2016) – The Graham & Ruby DeLaet Foundation and SportBox Entertainment Group announced today that Canadian former NHL All-Star, Stanley Cup winner, and Olympic Gold Medalist Theo Fleury will join the group of celebrities playing in the Graham Slam Celebrity Exhibition Match – part of the Mackenzie Tour-PGA TOUR Canada's SIGA Dakota Dunes Open.

Graham Slam will kick off the event week on Monday, June 20th, followed by the SIGA Dakota Dunes Open Pro-Am and four rounds of professional golf from Tuesday, June 21st to Sunday, June 26th. The Match will see Fleury play alongside PGA TOUR golf star Graham DeLaet and two other celebrities in an exclusive “no ropes” exhibition golf match, cocktail reception, and live concert. This intimate experience, held at the Dakota Dunes Golf Links and the Dakota Dunes Casino, will be limited to only a few hundred people – giving attendees a rare opportunity to interact with the four celebrities throughout the entire day.

Fleury's country music band, The Death Valley Rebels, will also headline the Graham Slam Live Concert that evening. Click [HERE](#) to listen.

“I can't envision a better way to give back to the Saskatchewan community than being a part of the Graham Slam Exhibition Match,” said Fleury. “I'm sure the event will be a memorable experience for the players, spectators, and the charity – and I'm excited to play alongside Graham and the other celebrities and show them my golf game!”

Over his NHL career, Fleury played for the Calgary Flames (winning the Stanley Cup with the team in 1989), Colorado Avalanche, New York Rangers, and Chicago Blackhawks of the NHL, and has played over 1,000 games in the league between 1989 and 2003. Fleury is also the author of two best-selling books, and the front man for the country music band, The Death Valley Rebels, who released their first album in the fall of 2015. The hockey all-star turned country singer is also a huge contributor to the community; Fleury has been awarded the Canadian Humanitarian Award, The Queen's Jubilee Medallion, and is an Honorary Chief and recipient of the Aboriginal Inspire Award.

“I was growing up when Theo was drafted by the Calgary Flames in 1987, won a Cup there in his rookie year, and I was hooked,” said DeLaet. “I don't think it's any secret that they are my team, and it's great that Theo will be a part of Graham Slam to represent my passion for hockey and the Flames.”

As the driving force behind the SIGA Dakota Dunes Open ft. Graham Slam, the Graham and Ruby DeLaet Foundation will use the overall event week as a platform to raise funds to improve children's health and wellness across the province of Saskatchewan.

In the coming weeks, the Foundation and SportBox Group will be making announcements on the remaining two celebrities that will play in the Graham Slam Celebrity Exhibition Match, as well as the local charitable benefactor of the event.

For additional information or to learn more about how you can get involved, contact our Manager of Event Partnerships, McKenzie Clarke at mclarke@sportboxgroup.com or (647) 468-3500.



About Mackenzie Tour-PGA TOUR Canada

The Mackenzie Tour-PGA TOUR Canada is a series of tournaments played across Canada each summer, where tomorrow's stars begin the path to the PGA TOUR. The leading five money winners at the end of each season earn status on the Web.com Tour for the following season. The Mackenzie Tour's mission is to deliver a PGA TOUR experience for our members, fans, volunteers and our partners in order to develop the future stars of professional golf & enrich the communities we visit.

Twitter: [@PGATOURCanada](https://twitter.com/PGATOURCanada)

Facebook: [Facebook.com/MackenzieTour](https://www.facebook.com/MackenzieTour)

About the SIGA Dakota Dunes Open ft. Graham Slam

The 9th edition of the SIGA Dakota Dunes Open will once again be held on the challenging Dakota Dunes Golf Links. Over the years, the tournament has established its roots in the community and become one of the key events in the province during the summer schedule. Moving forward, the event has partnered with the Graham and Ruby DeLaet Foundation. With Graham DeLaet and his Foundation as the driving force, the event will raise funds to improve children's health and wellness in Saskatchewan, while integrating a community-centric focus. Beginning in 2016, the Graham Slam Celebrity Exhibition Match will be added to the Monday of event week, acting as the official kick-off to the tournament.

Media Kit: [HERE](#)

Website: www.DakotaDunesOpen.com

Twitter: [@DakotaDunesOpen](https://twitter.com/DakotaDunesOpen)

About SportBox Entertainment Group

SportBox Entertainment Group is an international sport, lifestyle, and entertainment management and marketing agency. The agency's focus is on the representation of professional athletes and personalities, consulting in the entertainment space, event development and management, and representing the marketing rights of sports and lifestyle properties. For more information, visit www.sportboxgroup.com

About the Graham and Ruby DeLaet Foundation

Graham and his wife Ruby have a long-standing support of children's health and junior golf. Since 2011, the Graham DeLaet Charity Golf Tournament has supported Saskatchewan-based organizations, such as Golf Saskatchewan, the Weyburn & District Hospital Foundation, The Children's Hospital Foundation of SK, and the Saskatchewan Ronald McDonald House. The 2014, launch of the Graham and Ruby DeLaet Foundation became the umbrella brand that drives the DeLaet's charitable efforts across Canada and the United States. The mission of the Graham and Ruby DeLaet Foundation is focused on improving the health and wellness of children, as well as supporting the development of junior golfers at all stages.

Twitter: [@Fore_Kids](https://twitter.com/Fore_Kids)

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