

SiriusXM announces new programming for Masters 2015 coverage

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- *SiriusXM will, for the first time, air audio unearthed from Masters archives*
- *Coverage includes more than 80 hours of original talk programming during Masters Week, plus 24 total hours of live play-by-play from Augusta National*
- *Shows hosted by Masters champions Nick Faldo, Ben Crenshaw, Larry Mize and others*

TORONTO, April 2, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced its comprehensive coverage for the 2015 Masters Tournament, which will include more than 80 hours of original talk programming during Masters Week, plus 24 total hours of live hole-by-hole coverage across all four days of Tournament play. Listeners will hear exclusive shows hosted by past Masters champions and, for the first time, audio from the Augusta National archives.

[Masters Week on SiriusXM](#) programming is available to subscribers on satellite radios (Sirius All Access channel 208, XM channel 93), on the SiriusXM app and at [SiriusXM.ca](#).

Listeners will hear live hole-by-hole commentary from Augusta National starting at 2:00 pm ET each day of play Thursday, April 9, through Sunday, April 12 – that will follow the action on the course and provide updates on players moving up and down the leaderboard.

In addition to Tournament play-by-play, SiriusXM will have access, for the first time, to Augusta National's exclusive archives and will give fans access to rarely-heard audio on a special *Masters Preview* show. Airing at 12:00 pm ET on Monday, the show will allow the audience to re-live the history of one of the greatest events in sports, and will feature Tournament highlights and interviews with legendary champions going back more than half a century.

Listeners will hear multiple features on the history of the Masters going back to its origins in the 1930s, interviews with Arnold Palmer, Jack Nicklaus and Gary Player from the 1960s, and reflections on, and audio, from Tournament highlights that include Gene Sarazen's double eagle in 1935, Jack Nicklaus' historic final round in 1986, Tiger Woods' momentous chip on the 16th hole in 2005, and more.

Throughout the week, SiriusXM PGA TOUR Radio will present a full week of Masters-focused programming that will feature exclusive shows hosted by past Masters Champions and other pros, as well as live shows from around Augusta, GA. Highlights from the week include:

Two-time Masters champion **Ben Crenshaw**, who will be playing in his final Masters Tournament this year, will host a new edition of his show, *Crenshaw on Golf*, on Wednesday at 9:00 pm ET.

Nick Faldo Radio, hosted by the three-time Masters champion, will air Tuesday at 2:00 pm ET.

The Larry Mize Show, hosted by the 1987 Masters champion, will air on Wednesday at 7:00 pm ET.

Chris DiMarco, who finished second in the 2005 Masters, will host his weekly show, *Opinionated*, Tuesday at 12:00 pm ET.

Listeners will also hear live shows hosted by renowned instructors **Hank Haney**, **David Leadbetter**, **Jim McLean**, **Claude Harmon III** and **Larry Rinker**, plus shows hosted by **Matt Adams**, **John Feinstein**, **Natalie Gulbis**, **John Maginnes**, **Mark Carnevale**, **Brian Katrek**,

Carl Paulson, Dennis Paulson, Brian Bateman, Debbie Doniger, Lorne Rubenstein, Ben Shear, Taylor Zarzour and others.

SiriusXM hosts also share their thoughts on the event and its competitors at www.siriusxm.ca/masterspreview.

Play-by-play broadcasts of the Masters will be produced by Westwood One. For more information visit Masters.com or follow [@themasters](https://twitter.com/themasters) on Twitter, Instagram and Facebook.

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.6 million subscribers, is the country's leading audio entertainment company and broadcasts more than 120 satellite radio [channels](#) featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news, entertainment and major sports brands including the NHL, NFL, NBA, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Disney, Comedy Central and more.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. SiriusXM programming is also available online at www.siriusxm.ca and on [Apple](#) and [Android](#)-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 2,500 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies six years in a row and 2013 and 2014 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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SiriusXM Canada contact: Mike Calnek, Director, Publicity, Promotion and Sponsorship, 416-513-7459, mike.calnek@siriusxm.ca