

NEWS



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PRESENTED BY  McLaren

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For Immediate Release
November 17, 2020

The Ally Challenge presented by McLaren announces 2020 charitable donation

*Third year PGA TOUR Champions event generates more than \$800,000
for charities in southeastern Michigan and beyond*

TICKETS AVAILABLE BEGINNING THIS FRIDAY, NOVEMBER 20, FOR 2021
THE ALLY CHALLENGE PRESENTED BY MCLAREN

Ally support secures Little Big Town to headline annual Community Concert

GRAND BLANC, Mich. – Tournament Officials announced today that the third playing of The Ally Challenge presented by McLaren, concluded August 2, 2020, at Warwick Hills Golf & Country Club, raised \$801,563 for charitable organizations in southeastern Michigan and beyond. The 2020 amount continues the impressive giving legacy in the event's short history.

Since its inception in 2018, The Ally Challenge presented by McLaren has donated a total of nearly \$3.2 million in support of local charities in the greater Flint area and beyond.

The total includes \$363,690 for the tournament's primary beneficiary, United Way of Genesee County (UWGC).

"It is a true testament to the work of the Ally team and the tournament that we were able to come together to raise an incredible amount of money for the United Way of Genesee County in this challenging year," said Andrea Brimmer, chief marketing and public relations officer, Ally. "With creative solutions like the \$10k for 10 Feet and Ally logo challenges, we honored the commitment we made to support this community when we signed on to The Ally Challenge."

"In a year full of challenges and unknowns, it is heartening to see that the commitment of sponsors, TOUR organizers, professional golfers and the community did not waver in supporting this tournament and the philanthropic benefits it provides. The substantial charitable dollars raised from the 2020 event will make a significant impact on providing needed resources and services for people in the communities we serve. We are proud to continue to partner with Ally Financial, the PGA TOUR, HNS Sports Group and Warwick Hills in building on this momentum in 2021 and continuing to impact positive change and community stewardship." – Phil Incarnati, President and CEO, McLaren Health Care.

UWGC has operated in the community for over 97 years providing support addressing educational outcomes, health access, financial stability and the basic needs of its residents; the UWGC leverages

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donations from more than 200 workplace campaigns and individual investors to support over 150 programs. Last year dollars raised impacted over 100,000 lives representing every zip code of Genesee County.

The tournament's investment will help support over 18 programs in Genesee County, impacting more than 5,000 individuals through the three priority areas: Financial Literacy, Housing and Employment.

"We are incredibly thankful that The Ally Challenge presented by McLaren was so successful this year, despite the many challenges and changes the pandemic created," said UWGC CEO James Gaskin. "For us, the tournament's success translates into our ability to maintain service levels for more than a dozen local projects during a trying time when resources are scarce. This gift is critical to our collective ability to provide more than 100,000 helping moments that lift families across Flint & Genesee County."

Birdies for Charity presented by Ally accounted for \$388,673 of the total donation thanks to 866 birdies recorded by PGA TOUR Champions players during competitive rounds at The Ally Challenge presented by McLaren and a total of 13 qualified Michigan 501(c)(3) charities that participated in the program in 2020. This unique program is a grassroots charity platform, now in its third year, that serves as an extension of The Ally Challenge presented by McLaren's mission to positively impact non-profit organizations in the greater Flint area.

A number of additional, predominantly local, charities will share the remaining \$49,200 in varying amounts.

Overall, more than 20 charities were impacted by The Ally Challenge presented by McLaren in 2020.

The continued growth of The Ally Challenge presented by McLaren's philanthropic impact on the community was ensured on September 14, 2019, when the tournament announced a five-year extension of their agreements with title sponsor Ally Financial Inc., presenting sponsor McLaren Health Care, host venue Warwick Hills Golf & Country Club, and the tournament's agreement with the PGA TOUR. The extensions guarantee The Ally Challenge presented by McLaren will continue as a PGA TOUR Champions event played at Warwick Hills Golf & Country Club through 2025.

"The legacy of giving this tournament has established in southeastern Michigan in such a short time is inspiring," said Matt Stepnes, The Ally Challenge presented by McLaren tournament director. "On behalf of HNS Sports Group and our tournament staff, I would like to thank Ally Financial, McLaren Health Care and all our sponsors for their unwavering commitment during these unprecedented times that helped make the gift of these funds a reality. This has been a challenging year in so many ways, and to still be in a position to provide critical funds to charitable causes in our community is a testament to the dedication of our sponsors which is reflected in the philanthropic spirit of this event."

In additional news, tickets for the 2021 Ally Challenge presented by McLaren will go on sale this Friday, November 20, at theallychallenge.com. Special introductory pricing and best offers will be available through December 15, 2020.

The tournament also announced today that GRAMMY, EMMY, ACM, CMA and AMA Award-winning group Little Big Town will headline the annual Community Concert presented by Ally. The event will take place on the driving range at Warwick Hills Golf & Country Club, Saturday, August 28, 2021, following the second round of competition at The Ally Challenge presented by McLaren.

Access to Community Concert is ONLY offered via the purchase of a valid tournament ticket. A complete listing of ticket options can be found by visiting the tournament website at theallychallenge.com.

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The Ally Challenge is proceeding with planning for a post-pandemic tournament; however, it will follow all Centers for Disease Control guidelines and State of Michigan health and safety regulations in place at the time.

“Little Big Town is one of country music’s most dynamic and captivating bands and we can’t wait for them to join us for the Community Concert presented by Ally in 2021,” said Brimmer. “We’re planning to be back next year, better than ever, which in turn allows us to give back even more to this community.”

The 2021 Ally Challenge presented by McLaren is August 23 - 29 at renowned Warwick Hills Golf and Country Club.

The Ally Challenge presented by McLaren will be one of the premier Regular Season events on the PGA TOUR Champions schedule, which annually gives way to the Charles Schwab Cup Playoffs – a season-ending, three-tournament series used to determine the Tour’s season-long champion. The next Charles Schwab Cup champion will be crowned in November 2021 at the Charles Schwab Cup Championship.

All three rounds of The Ally Challenge presented by McLaren will be broadcast on Golf Channel.

For more information about The Ally Challenge, please visit theallychallenge.com. For the latest Ally Challenge news and updates on social media use hashtag #allychallenge and follow the tournament on Twitter and Instagram at @AllyChallenge and on Facebook at Facebook.com/AllyChallenge.

About Little Big Town

GRAMMY, ACM, CMA, and AMA Award-winning group, Little Big Town -- consisting of members Karen Fairchild, Phillip Sweet, Kimberly Schlapman, and Jimi Westbrook -- first entered the music scene over 20 years ago with hit songs “Boondocks,” “Bring It On Home,” “Good As Gone” and the GRAMMY-nominated “Little White Church.” Their breakthrough albums *Tornado* and *Pain Killer* produced multiple #1 singles, including “Pontoon,” “Tornado,” and “Day Drinking,” as well as the history-making, best-selling country single of the year (2015) “Girl Crush.” 2017’s, *The Breaker*, debuted #1 on the Billboard Country Charts and Top 10 (No.4) on the Billboard 200 to critical acclaim, marking the group’s fourth Top 10 debut on the Billboard 200 chart. The album features their GRAMMY-winning, multi-week #1 single, “Better Man,” as well as the 2019 GRAMMY-nominated, “When Someone Stops Loving You.” The band recently released new music from their upcoming ninth studio album, *Nightfall*, the critically-praised song “The Daughters” and country single “Over Drinking.” The album is set for release January 17, 2020.

Little Big Town has earned more than 40 award show nominations and in the past five years has taken home nearly 20 awards, including multiple GRAMMY, AMA, People’s Choice, CMA, ACM awards, and an Emmy award. The Grand Ole Opry inductees (2014) went onto receive their star on the Nashville Walk of Fame in 2017. In July of 2018, The Country Music Hall of Fame and Museum in Nashville launched their lead, yearlong exhibit called **LITTLE BIG TOWN: THE POWER OF FOUR** showcasing the bands powerful and storied 20-year history within the country music community. The band recently launched 4 Cellars wine, their first non-musical project as a band, with Browne Family Vineyards. The collaboration features exclusive wine blended by the foursome and recently released canned wine spritzers called “Day Drinking.”

About The Ally Challenge presented by McLaren

The Ally Challenge presented by McLaren is an official event on the PGA TOUR Champions owned and operated by Tournaments for Charity, a Michigan non-profit corporation. This 54-hole stroke play golf tournament features 78 PGA TOUR Champions professionals competing for a \$2 million purse at the historic Warwick Hills Golf & Country Club in Grand Blanc, Michigan. The event is designed to showcase the best golf on the PGA TOUR Champions for the enjoyment of spectators and to benefit local charities in the greater Flint area. All three official rounds will be internationally televised on the Golf Channel.

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About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with \$185.3 billion in assets as of September 30, 2020. As a customer-centric company with passionate customer service and innovative financial solutions, we are relentlessly focused on "Doing it Right" and being a trusted financial-services provider to our consumer, commercial, and corporate customers. We are one of the largest full-service automotive-finance operations in the country and offer a wide range of financial services and insurance products to automotive dealerships and consumers. Our award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage lending, personal lending, and a variety of deposit and other banking products, including savings, money-market, and checking accounts, certificates of deposit (CDs), and individual retirement accounts (IRAs). Additionally, we offer securities-brokerage and investment-advisory services through Ally Invest. Our robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.

For further news regarding Ally, please visit the Ally press room at <http://media.ally.com>.

About McLaren Health Care

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a fully integrated health network committed to quality, evidence-based patient care and cost efficiency. The McLaren system includes 14 hospitals, ambulatory surgery centers, imaging centers, a 490-member employed primary and specialty care physician network, commercial and Medicaid HMOs covering more than 588,000 lives in Michigan and Indiana, home health, infusion and hospice providers, pharmacy services, a clinical laboratory network and a wholly owned medical malpractice insurance company. McLaren operates Michigan's largest network of cancer centers and providers, anchored by the Barbara Ann Karmanos Cancer Institute, one of only 50 National Cancer Institute-designated comprehensive cancer centers in the U.S. McLaren has 26,000 employees and more than 85,200 network providers throughout Michigan and Indiana. Its operations are housed in more than 350 inpatient and ambulatory facilities. Learn more at www.mclaren.org.

About HNS Sports Group

HNS Sports Group is a Dublin, Ohio-based LLC founded in 2000. The company offers over 125-plus years of collective experience and is committed to providing professional, efficient and effective client representation in the categories of sponsorship consultation, event management, hospitality management, sales representation and tournament operations within the golf market. To learn more about HNS Sports Group, visit www.hnssports.com.

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