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For Immediate Release

February 14, 2019

**Birdies for Charity presented by Ally returns for**

**the 2019 The Ally Challenge presented by McLaren**

**GRAND BLANC, Mich.** – Tournament officials announced today the return of Birdies for Charity presented by Ally. This grassroots charity platform is an extension of The Ally Challenge presented by McLaren’s mission to positively impact non-profit organizations in the greater southeast Michigan area. Birdies for Charity creates positive opportunities for charities to partner with the tournament and benefit from the philanthropic objectives of The Ally Challenge.

Birdies for Charity presented by Ally is coming off a successful rookie campaign. In its first year the program welcomed participation from 16 qualified Michigan 501(c)(3) charities and raised $26,721.75 thanks to the 876 birdies recorded by PGA TOUR Champions players during competitive rounds at the inaugural The Ally Challenge presented by McLaren.

Tournament title sponsor Ally Financial shares a similar goal to support Michigan charities. Ally is committed to helping the tournament broaden its charitable reach by sponsoring initiatives like Birdies for Charity.

“Last year’s tournament was a success by many measures, especially the more than $800,000 generated for southeastern Michigan charities,” said Alison Summerville, business administration executive and head of Corporate Citizenship, Ally Financial. “We hope to expand the Birdies for Charity program in 2019 to help participating charities throughout the area raise donations that will provide a lasting impact to our community.”

Birdies for Charity gives qualified Michigan 501(c)(3) charities the opportunity to raise funds based on the number of birdies made by PGA TOUR Champions players during competitive rounds at The Ally Challenge. Each participating charity will solicit pledges per birdie, or flat donations, to their organization through the Birdies for Charity program. Charities will receive 100% of collected donations, as well as a guaranteed 10% bonus match.

For more information about Birdies for Charity presented by Ally, including how to participate, visit [www.theallychallenge.com/charity](http://www.theallychallenge.com/charity).

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“The tournament is excited to bring back this unique charity platform that provides opportunities to raise funds for a wide range of non-profit organizations located in Michigan,” said tournament director Chris Coffman. “Making a difference in the local community The Ally Challenge presented by McLaren calls home is one of the ways we measure the success of the tournament. The growth of the Birdies for Charity program will play an important role in continuing to build on the overwhelming success the tournament achieved in its inaugural year.”

The Ally Challenge presented by McLaren will be played the week of September 9-15 at Warwick Hills Golf & Country Club. All three rounds of The Ally Challenge will be broadcast on Golf Channel.

For more information about The Ally Challenge presented by McLaren, please visit [theallychallenge.com](http://www.theallychallenge.com). For the latest Ally Challenge news and updates on social media follow the tournament on Twitter and Instagram at @AllyChallenge and on Facebook at Facebook.com/AllyChallenge.

**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.

For more information about The Ally Challenge presented by McLaren, please visit [theallychallenge.com](http://www.theallychallenge.com). For the latest Ally Challenge news and updates on social media follow the tournament on Twitter and Instagram at @AllyChallenge and on Facebook at Facebook.com/AllyChallenge.

**About Ally Financial Inc.**

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company with assets of $173.1 billion as of September 30, 2018. As a client-centric company with passionate customer service and innovative financial solutions, Ally is relentlessly focused on "Doing it Right" and being a trusted financial partner for its consumer, commercial, and corporate customers. Ally's award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage-lending services and a variety of deposit and other banking products, including CDs, online savings, money market and checking accounts, and IRA products. Ally also promotes the Ally CashBack Credit Card. Additionally, Ally offers securities brokerage and investment advisory services through Ally Invest. Ally remains one of the largest full-service auto finance operations in the country with a complementary auto-focused insurance business, which together serve approximately 18,000 dealer customers and millions of auto consumers. Ally's 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>.

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**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 12 hospitals, ambulatory surgery centers, imaging centers, a 450-member employed primary care physician network, commercial and Medicaid HMOs covering more than 260,000 lives, home health and hospice providers, retail medical equipment showrooms, pharmacy services, 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 47 National Cancer Institute-designated comprehensive centers in the U.S. McLaren has 24,000 employees and more than 52,000 network providers. Its operations are housed in more than 350 facilities serving the entire Lower Peninsula of the state of Michigan along with a portion of the Upper Peninsula. Learn more at [www.mclaren.org](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.mclaren.org&esheet=51567429&newsitemid=20170531005963&lan=en-US&anchor=www.mclaren.org&index=2&md5=d39e7ac571fe484575e19533ec4c301c).

**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 operation within the golf market. To learn more about HNS Sports Group, visit [www.hnssports.com](http://www.hnssports.com).

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