

# NEWS

# the ally challenge

PRESENTED BY 

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2019 PGA TOUR Champions Sales Award presentation – pictured left to right: Rob Frederick (The Ally Challenge presented by McLaren), Mackenzie Edgar (The Ally Challenge presented by McLaren), Chris Coffman (The Ally Challenge presented by McLaren), Miller Brady (PGA TOUR Champions President), Rachelle Alcini (The Ally Challenge presented by McLaren)

## THE ALLY CHALLENGE PRESENTED BY MCLAREN RECEIVES 2019 PGA TOUR CHAMPIONS SALES AWARD

**GRAND BLANC, Mich.** – Tournament Officials announced today that The Ally Challenge presented by McLaren was recognized with the Sales Award at the PGA TOUR's annual Tournament Meetings on Wednesday, November 20 at TPC Sawgrass. The award is presented annually to the PGA TOUR Champions event which shows tremendous sales growth year over year, while establishing high sales marks in all areas. The Ally Challenge, which announced a five-year extension during tournament week, saw a 16 percent increase in year over year revenue. The tournament outpaced their peers by 61 percent in total clients, 12 percent in multi-year revenue and 23 percent in new business revenue, subsequently increasing their ability to provide charitable donations to the community.

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“It is with great pleasure that I present the 2019 Sales Award to The Ally Challenge presented by McLaren,” said PGA TOUR Champions President, Miller Brady. “In just its second year on the PGA TOUR Champions schedule, the tournament has already become one of our top performing events, especially as it relates to sales. We are thrilled that our partnership with Ally Financial, McLaren Health Care and Warwick Hills will continue through 2025 and celebrate the outstanding efforts of the local tournament team led by HNS Sports Group.”

The Ally Challenge presented by McLaren will announce the events 2019 charitable giving details, including check presentations to the tournament’s primary beneficiaries, Genesee County Habitat for Humanity and United Way of Genesee County, today at 4 pm at Genesee County Habitat for Humanity in Flint (101 Burton Street, Flint, MI 48503).

The Ally Challenge presented by McLaren will be one of the premier Regular Season events on PGA TOUR Champions in 2020, which will give way to the fourth-annual Charles Schwab Cup Playoffs – a season-ending, three tournament series used to determine the Tour’s season-long champion.

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](http://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.

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#### **About Ally Financial Inc.**

About Ally Financial, Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with \$181.5 billion in assets as of September 30, 2019. 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 services 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>.

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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 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](http://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](http://www.hnssports.com).

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