

NEWS



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PRESENTED BY  McLaren

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Details announced for inaugural Women of Influence Luncheon presented by Dream Title Agency and The Brokerage Real Estate Enthusiasts

INSPIRING EVENT FEATURES LINEUP OF SPEAKERS WHO ARE PAVING THE WAY FOR FUTURE GENERATIONS OF FEMALE LEADERS

GRAND BLANC, Mich. – Officials of The Ally Challenge presented by McLaren announced today the details of the inaugural Women of Influence Luncheon presented by Dream Title Agency and The Brokerage Real Estate Enthusiasts. The celebration of the power and accomplishments of women in Southeastern Michigan, and beyond, takes place on Thursday, 8/25/2022 at the famed 17th hole at Warwick Hills Golf & Country Club.

The Women of Influence Luncheon will include facilitated networking roundtable discussions followed by remarks from event emcee NBC25 anchor Stephanie Parkinson and special guest Laurie Prochazka, Vice President of Marketing for McLaren. The Luncheon's featured panel discussion will close out the inspirational event with all attendees invited to stay and enjoy the activities and events happening on Thursday at The Ally Challenge.

To learn more about the Women of Influence Luncheon, including how to purchase tickets and attend, please visit, <https://theallychallenge.com/fan-events/women-of-influence/>.

Luncheon panelists include: Andrea Brimmer, Chief Marketing and Public Relations Officer, Ally Financial; Alex Baldwin, President, Korn Ferry Tour; Rhonda Walker, Anchor, Channel 4 News and Founder of the Rhonda Walker Foundation; and Alison White, Regional Marketing & Events Director, Saks Fifth Avenue.

Brimmer joined Ally in 2006, spearheading the creation of the Ally brand, developing everything from the brand pillars and cultural framework to the value proposition and delivery in the marketplace. She was named chief marketing officer in 2015. In 2016, she launched the company's first unified brand campaign, "Do It Right", highlighting Ally's unique focus on doing the right thing for customers.

Brimmer is widely recognized as one of the country's most innovative and effective marketing leaders. Among her many honors and accolades include being named to the Business Insider list of Most Innovative CMOs in 2022 and a winner of Adweek's 2020 Brand Genius award. She has been named three times to Forbes' list of World's Most Influential CMOs and a two-time honoree of 100 Leading Women by Automotive News.

(more)

Baldwin, who has nearly 30 years of experience in the sports industry, is in her fourth year as the president of the Korn Ferry Tour.

As president of the Korn Ferry Tour, Baldwin is the first female in history to lead one of the PGA TOUR's global Tours. During the 2022 season, the TOUR announced Baldwin would also assume oversight over the international tours, including PGA TOUR Canada and PGA TOUR Latinoamérica.

Her career in the sports industry began in 1992 as an intern with International Management Group (IMG), where she eventually became an agent, representing LPGA stars Karrie Webb and Suzann Pettersen, as well as PGA TOUR winners Brad Faxon and Carlos Franco.

Walker helps Detroiters get motivated and ready for the day as the co-anchor for the WDIV-Local 4 News weekday morning newscast, a position she's held since 2003.

Over the past 8 years Walker has been recognized by her peers, and received awards and honors from over 50 different community, corporate, and professional organizations.

Walker is also the founder and president of the Rhonda Walker Foundation, now in its 19th year. To date the foundation's award-winning, comprehensive five-year Girls into Women education, career, and personal development, mentoring and college prep programming has resulted in 100% high school graduation and college enrollment rates among the inner-city teen girls who complete the program, along with a 95% college graduation rate.

White has been in the entertainment and fashion industries for over 20 years. Her career began as the Director of Concerts and Events for Madison Square Garden Entertainment overseeing iconic shows and events at the legendary Madison Square Garden, Radio City Music Hall, The Beacon Theatre and The Chicago Theatre in New York City and Chicago.

White is currently the Regional Marketing & Events Director for Saks Fifth Avenue where she oversees four markets in Midwest that include Troy, Mich., Chicago, St. Louis, and Indianapolis. While also working closely with the designers, fashion brands and New York City marketing teams on strategizing events and experiences for clients.

White is also passionate about music and began studying opera at the age of twelve. An advocate not only for the performing arts, but also volunteerism, White is a former Miss Delaware and representing her state at the Miss America Pageant, where she placed in the top-15 and won the Bert Parks Talent Award.

The Ally Challenge will be one of the premier Regular Season events on the PGA TOUR Champions in 2022, which will give way to the 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. 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, MI. 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

Ally Financial Inc. (NYSE: ALLY) is a digital financial services company committed to its promise to "Do It Right" for its consumer, commercial and corporate customers. Ally is composed of an industry-leading independent auto finance and insurance operation, an award-winning digital direct bank (Ally Bank, Member FDIC and Equal Housing Lender, which offers mortgage lending, point-of-sale personal lending, and a variety of deposit and other banking products), a consumer credit card business, a corporate finance business for equity sponsors and middle-market companies, and securities brokerage and investment advisory services. Our brand conviction is that we are all better off with an ally, and our focus is on helping our customers achieve their strongest financial well-being, a notion personalized to what is important to them. For more information, please visit www.ally.com and follow @allyfinancial.

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

For further images and news on Ally, please visit <https://media.ally.com>.

About McLaren Health Care

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a \$6 billion, fully integrated health care delivery system committed to quality, evidence-based patient care and cost efficiency. The McLaren system includes 14 hospitals in Michigan and Ohio, ambulatory surgery centers, imaging centers, a 490-member employed primary and specialty care physician network, commercial and Medicaid HMOs covering more than 690,000 lives in Michigan and Indiana, home health, infusion and hospice providers, pharmacy services, a clinical laboratory network, virtual and retail care services and a wholly owned medical malpractice insurance company. McLaren operates Michigan's largest network of cancer centers and providers, anchored by the Karmanos Cancer Institute, one of only 51 National Cancer Institute-designated comprehensive cancer centers in the U.S. McLaren has 22,000 full-, part-time and contracted employees and more than 113,000 network providers throughout Michigan, Indiana and Ohio. 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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