

NEWS

the ally challenge



CHAMPIONS

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PRESENTED BY McLaren

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For Immediate Release
November 27, 2023



The Ally Challenge presented by McLaren announces 2023 charitable donation

SIXTH ANNUAL PGA TOUR CHAMPIONS EVENT GENERATES MORE THAN \$1.1 MILLION FOR CHARITY IN SOUTHEASTERN MICHIGAN AND BEYOND

GRAND BLANC, Mich. – Officials of The Ally Challenge presented by McLaren and volunteers were joined today by representatives from Ally, McLaren and community partners for a special event to celebrate the proceeds generated by the tournament for charitable organizations in southeastern Michigan and beyond. The sixth playing of The Ally Challenge, which concluded August 27, 2023, at Warwick Hills Golf & Country Club, raised a total of \$1,189,019.40, surpassing the \$1 million mark for the fourth time in the tournament's brief history.

Since its inception in 2018, The Ally Challenge presented by McLaren has donated more than \$7.3 million to support charity.

This year's total includes \$879,214.27 in support of Genesee County Charities. Overall, more than 35 charities were positively impacted by The Ally Challenge presented by McLaren this year, including a portion of the funds for 20 plus crucial programs identified by the tournament's primary beneficiary, United Way of Genesee County (UWGC).

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The Ally Challenge's 2023 total charitable giving amount contains money generated through several philanthropic tournament initiatives, including the Ally Charity Chip In, Ticket's Fore Charity and the dollars raised by this year's Celebrity Challenge.

Highlighted during the special presentation today was a visual reveal of the donation amount and recognition of UWGC benefiting charities. Two volunteer shifts were also an important focus of the day as participants donated their time to complete needed projects designated by UWGC.

"Today was a good reminder that The Ally Challenge may happen every August, but the money raised impacts this community year-round," said Jeff Cumberworth, Senior Director, Marketing at Ally. "It makes us proud to know we've helped raise money for hundreds of local charities over the six years of this tournament."

"The Ally Challenge presented by McLaren is a prime example of like-minded organizations coming together for a united purpose, and the impressive results speak for themselves," said Kevin Tompkins, Sr. Vice President of Marketing, McLaren Health Care. "We value being part of this premier tournament that continues to move the needle upward for the benefit of our community. Today's celebration is a motivating time for all involved as we recognize the collective impact being made."

For more than 100 years UWGC has been addressing educational outcomes, health access, financial stability, and the basic needs of Genesee County residents; the UWGC leverages 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 nearly 20 programs in Genesee County, impacting more than 30,000 individuals through three priority areas: Financial Literacy, Affordable Housing and Employment.

"Thank you to all the fans, players and sponsors who attended the 2023 Ally Challenge," said James Gaskin, CEO, United Way of Genesee County. "Your participation is supporting home repairs with Habitat for Humanity; helping homeless veterans get back on their feet at My Brother's Keeper; teaching kids the importance of fiscal management; and more than 15 other crucial programs helping our most vulnerable neighbors. A very special thank you to Ally and McLaren for this opportunity to impact our community."

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.

"On behalf of HNS Sports Group and our tournament staff, I would like to thank Ally, McLaren Health Care and all our sponsors for helping make the gift of these funds a reality," said Erin Stone, Director of Business Development and Community Relations, The Ally Challenge presented by McLaren. "The tradition of giving this tournament has established in the southeastern Michigan community is inspiring and we are committed to growing that charitable spirit for years to come."

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The 2024 Ally Challenge presented by McLaren will take place the week of August 19 – 25 at renowned Warwick Hills Golf and Country Club.

The Ally Challenge will be one of the premier Regular Season events on the PGA TOUR Champions in 2024, 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. A relentless ally for all things money, Ally helps people save well and earn well, so they can spend for what matters. 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 <http://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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