

NEWS



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The Concert @17 presented by Soaring Eagle Casino & Resort returns to The Ally Challenge presented by McLaren

Second-year event at the tournament's famed 17th hole features Rock & Roll
Hall of Famer Don Felder—formerly of the Eagles

GRAND BLANC, Mich. – Officials of The Ally Challenge presented by McLaren announced today the details surrounding the tournament's Friday concert event. ***The Concert @17 presented by Soaring Eagle Casino & Resort*** will feature American rock 'n' roll legend, a former lead guitarist of the Eagles, and Rock & Roll Hall of Famer Don Felder. The second-year event will be held Friday evening, August 25, following the first round of tournament competition at the official PGA TOUR Champions event's famed 17th hole.

Tickets for the 2023 Ally Challenge presented by McLaren are now on sale. The tournament is open to spectators from Thursday (August 24) to Sunday (August 27) and ticket prices start at \$10. For a complete listing of ticket options please visit the tournament website at theallychallenge.com.

Access to The Concert @17, and the Ally Community Concert featuring Miranda Lambert, require the purchase of a valid tournament ticket for the day each concert is hosted, or a weekly ticket option.

(more)

“The Concert @17 presented by Soaring Eagle Casino & Resort has been a great addition to tournament week at The Ally Challenge,” said Erin Stone, the tournament’s director of business development and community engagement. “Providing a first-class experience for our spectators is a primary goal of the tournament, and to bring classic rock guitar hero Don Felder, formerly of the Eagles, to the famed 17th hole at Warwick Hills on Friday night is a big win for our fans and music lovers alike!”

The 2023 Ally Challenge presented by McLaren will take place the week of August 21 – 27 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 2023, 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 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](https://www.facebook.com/AllyChallenge).

About Don Felder

No matter how you look at it, 2023 is shaping up to be the Year of the Fingers — Don “Fingers” Felder, that is. Felder, a true American rock and roll guitar hero, is very much looking forward to building upon his rich legacy as one of the most innovative riff-generating songwriters of the modern rock era while continuing his growth as a featured touring and recording solo artist.

To that end, Felder finds himself most decidedly back in the driver’s seat with the release of his first solo album in seven years, *American Rock ‘N’ Roll* (BMG). *American Rock ‘N’ Roll* consists of 11 high-energy rockers mixed with touching, thoughtful ballads. *ARNR* also boasts a who’s who of A-list guest contributors including Slash, Sammy Hagar, Peter Dinklage, Mick Fleetwood, Joe Satriani, Orianthi, Richie Sambora, Alex Lifeson, and many, many more.

Not only is Felder a proud, longstanding member of the Rock and Roll Hall of Fame, having been inducted with the Eagles back in 1998, he was also inaugurated into the Musicians Hall of Fame and Museum in Nashville in 2016 and the Florida Artists Hall of Fame in 2017. Fact is, Felder spent 27 years with the Eagles, who own the fine distinction of recording the top-selling album of all time — *Their Greatest Hits (1971-1975)*, which has sold over 38 million copies (and counting). “I’m blessed enough to have contributed to and been a part of a very talented mixture of voices, writing, guitar parts, and production. I’m very proud of that,” he says of the group.

Don left the band in 2001 and has since forged an impressive career as a top-tier solo artist with a three fully realized full-length albums as well as several very successful singles for film scores like *Heavy Metal*, 1983’s sonically soaring *Airborne* and 2012’s multifaceted song-cycle treatise, *Road to Forever* and *American Rock ‘N’ Roll*. Felder added “best-selling author” to his impressive C.V. when his spellbinding 2008 memoir, *Heaven and Hell: My Life in the Eagles (1974-2001)*, became an instant *New York Times* smash bestseller.

Felder navigated the burgeoning rock scene in his native Gainesville, Florida, in the 1960s, which included a stint teaching guitar to Tom Petty and learning slide guitar from his longtime friend Duane Allman. His matchless lead-guitar tone added extra fuel to Eagles tracks like “Already Gone,” “One of These Nights,” “Take It to the Limit,” and “New Kid in Town,” in addition to having co-written “Victim of Love,” “Those Shoes,” and his most popular co-creation, “Hotel California.” Felder has also recorded with and performed alongside top-drawer artists such as The Bee Gees, Michael Jackson, Alice Cooper, Warren Zevon, Barbra Streisand, Elton John, Joni Mitchell, and Stephen Stills, whom Don first crossed paths in his first band, The Continentals in Gainesville in the early 1960s.

Spending more and more time on the road as the frontman of his own tight-knit solo band made Felder realize he needed to put in the time to hone his own distinctive voice into a finely tuned instrument. “That’s just how I work,” Don explains. “A lead vocal has to fit the song — it has to fit the timbre and texture of the song. Otherwise, you’re a one-note samba.” Felder counts extended runs with Foreigner, Styx, Peter Dinklage’s Guitar Circus, and REO Speedwagon as touring highlights. What’s next for Fingers Felder? Extensive touring is most definitely already locked into place to get behind the majestic sounds and broad shoulders of *American Rock ‘N’ Roll*. In the meantime, let us continue to admire the essence of Don Felder, a man who continues to push boundaries and expand horizons. It’s the only way that he can travel down that road.

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.

For more information about The Ally Challenge presented by McLaren, please visit 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

Ally Financial Inc. (NYSE: ALLY) is a financial services company with the nation’s largest all-digital bank and an industry-leading auto financing business, driven by a mission to “Do It Right” and be a relentless ally for customers and communities. The company serves more than 11 million customers through a full range of online banking services (including deposits, mortgage, point-of-sale personal lending, and credit card products) and securities brokerage and investment advisory services. The company also includes a robust corporate finance business that offers capital for equity sponsors and middle-market companies, as well as auto financing and insurance offerings. 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 13 hospitals in Michigan, 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 53 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 and Indiana. 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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