


# NEWS

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PRESENTED BY  McLaren



CHAMPIONS

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## The Concert @17 presented by Soaring Eagle Casino & Resort returns to Friday at the 2025 The Ally Challenge presented by McLaren

FOURTH-YEAR EVENT AT THE TOURNAMENT'S FAMED 17TH HOLE  
FEATURES THE ORIGINAL STREET BAND, MULTI-PLATINUM SELLING WAR

**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 the original street band, multi-platinum selling WAR with Top 40 hits including timeless classics "Why Can't We Be Friends," "Low Rider," "Spill The Wine," "The World Is A Ghetto," "The Cisco Kid," and many more. The fourth-year event will be held Friday evening, August 22, following the first round of tournament competition at the official PGA TOUR Champions event's famed 17th hole.

Tickets for the 2025 Ally Challenge presented by McLaren are now on sale. The tournament is open to spectators from Thursday (August 21) to Sunday (August 24) and ticket prices start at \$15. For a complete listing of ticket options please visit the tournament website at [theallychallenge.com](http://theallychallenge.com).

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

“The Concert @17 presented by Soaring Eagle Casino & Resort has solidified itself as a fan-favorite event during tournament week at The Ally Challenge,” said Erin Stone, the tournament’s director of business development and community engagement. “WAR has been sharing its timeless music for over five decades and we can’t wait for our fans to experience their legendary live performance Friday night at the famed 17<sup>th</sup> hole at Warwick Hills.”

The 2025 Ally Challenge presented by McLaren will take place the week of August 18 – 24 at renowned Warwick Hills Golf and Country Club.

The Ally Challenge is a Regular Season PGA TOUR Champions event in 2025, 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. The 2025 PGA TOUR Champions schedule features 28 events and will conclude with the Charles Schwab Cup Championship in Phoenix, Arizona. The 2025 Season will have players competing for more than \$69 million in total prize money, the highest in PGA TOUR Champions’ 45-season history.

All three rounds of The Ally Challenge presented by McLaren will be broadcast on Golf Channel.

Since its inception in 2018, The Ally Challenge presented by McLaren has donated nearly \$8.4 million to support charity.

For more information about The Ally Challenge, please visit [www.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](https://www.facebook.com/AllyChallenge).

For Ally Challenge presented by McLaren and WAR assets approved for editorial use please [CLICK HERE](#) or contact Tom Sprouse at [tpsrouse@hnssports.com](mailto:tpsrouse@hnssports.com).

#### **About WAR**

WAR’s signature fusion of funk, soul, jazz, Latin, rock and street music is what first propelled them to prominence 55 years ago, but it was their ability to craft songs of social consciousness that further cemented their place in the modern American songbook. The immediate global impact of “Why Can’t We Be Friends?” was so profound that NASA transmitted the title track into space during the historic Apollo-Soyuz mission in 1975. Since then, WAR have continued to sing out against racism, hunger, crime and conflict, while their music has been sampled by Janet Jackson, Tupac, Beastie Boys, Method Man, Sublime, Redman, Cypress Hill, Shaggy, A\$AP Mob, Scarface, The Geto Boys, De La Soul, Flo Rida, Liam Payne, Thomas Rhett and more, and covered by everyone from Willie Nelson to The Muppets, George Clinton, Phish, ZZ Top and The Isley Brothers.

With more than 50 million albums sold, 20 gold, platinum and multi-platinum records, three Rock & Roll Hall of Fame noms, a GRAMMY Hall of Fame entry, four #1 LPs, nine Top 10s and twenty Top 40 songs, WAR didn’t just define the sound of the 1970s—they became a lasting voice for creative collaboration and social change, with a mission of love and harmony that resonates now more than ever. From the prophetic message of “Why Can’t We Be Friends?” to the timeless groove of “Low Rider,” this collection captures WAR at their most innovative and socially impactful. More than just a musical milestone, Why Can’t We Be Friends? (50th Anniversary Collector’s Edition) reaffirms the album’s relevance—both as a reflection of the polarizing era that inspired it, and as a beacon of hope for our present and future.

As WAR enters its sixth decade, their influence remains undeniable. Recent honors—including their debut in the 2024 Macy’s Thanksgiving Day Parade—further cement WAR’s status as musical and cultural giants. Meanwhile, WAR will hit the road for dozens of tour dates across the US and abroad. For a complete list visit <https://war.com/tour>.

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#### **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](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**

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 customers with deposits and securities brokerage and investment advisory services as well as auto financing and insurance offerings. The company also includes a seasoned corporate finance business that offers capital for equity sponsors and middle-market companies. For more information, please visit [www.ally.com](http://www.ally.com).

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](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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