

NEWS

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CHAMPIONS

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Ally secures Country Music Superstar Keith Urban to headline the 2026 Ally Community Concert at The Ally Challenge presented by McLaren

TICKETS AVAILABLE APRIL 17 FOR NINTH ANNUAL PGA TOUR CHAMPIONS
EVENT AT WARWICK HILLS GOLF & COUNTRY CLUB

GRAND BLANC, Mich. – Tournament officials announced today that country music superstar and singer-songwriter Keith Urban will headline the ninth annual Ally Community Concert. The four-time Grammy Award winner with 15 Academy of Country Music Awards and 13 CMA Awards, including twice named Entertainer of the Year, will take the stage on Saturday, August 29, 2026, on the driving range at Warwick Hills Golf & Country Club following the second round of competition at The Ally Challenge presented by McLaren.

“We’re turning Warwick Hills into a must-visit destination from August 24-30 with The Ally Challenge presented by McLaren,” said Jeff Cumberworth, senior director, Marketing at Ally. “You’ll get world-class golf, incredible concerts, and great activities—all rolled into one amazing week.”

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In related news, 2026 tickets for The Ally Challenge presented by McLaren go on sale this Friday, April 17 at 10 a.m. (EDT). The tournament is open to spectators from Thursday (August 27) to Sunday (August 30) and ticket prices start at \$15. For a complete listing of ticket options please [CLICK HERE](#) to visit the tournament website (theallychallenge.com).

Access to the Ally Community Concert featuring Keith Urban, and Friday's fifth annual Concert @17 presented by Soaring Eagle Casino & Resort require the purchase of a valid tournament ticket. Details regarding this year's Friday concert will be announced in the coming weeks.

"Saturday will once again be an unforgettable day at Warwick Hills thanks to Ally... They continue to provide the music industry's top talent for the Ally Community Concert, and this year they've raised the bar yet again," said tournament director Erin Stone. "Keith is a global icon and one of country music's most influential artists! He is sure to thrill fans on Saturday, headlining a week of world-class golf, fan destinations and special events. There is something for everyone at The Ally Challenge presented by McLaren."

The 2026 Ally Challenge presented by McLaren will take place the week of August 24 – 30 at renowned Warwick Hills Golf and Country Club.

The Ally Challenge is a Regular Season PGA TOUR Champions event in 2026, which will give way to the Charles Schwab Cup Playoffs—a season-ending, three-tournament series that concludes with the Charles Schwab Cup Championship in Phoenix, Arizona, used to determine the TOUR's season-long champion. The 2026 PGA TOUR Champions schedule features 28 events, with players competing for more than \$70 million in total prize money, the highest in PGA TOUR Champions' 46-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 more than \$9.6 million to support charity.

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).

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

About Keith Urban

Keith Urban has spent the better part of his life harnessing a deep-seated passion for music. This, when combined with his authenticity, talent and driving musical inquisitiveness, helps to understand why he is one of the most successful and well-respected artists in the world. He's won four GRAMMY® Awards, thirteen CMAs (including 2x Entertainer of the Year), fifteen ACMs (including the prestigious Triple Crown for winner Best New Artist, Male Vocalist and Entertainer of the Year), three AMAs, two People's Choice Awards, celebrated nine consecutive gold (2), platinum or multi-platinum albums (11), which have produced more than 11 BILLION streams.

Urban's latest studio release HIGH, has produced songs that feature huge hook choruses, optimism, celebratory fun and revelation, "Heart Like A Hometown," "Straight Line," "Go Home W U" with Lainey Wilson, and "Messed Up As Me" amongst them. It's these songs and Urban's incredible catalogue of hits including "Blue Ain't Your Color," "Wasted Time," "Somebody Like You," "Long Hot Summer" and "One Too Many," his duet with P!nk, that fueled his acclaimed HIGH AND ALIVE WORLD TOUR which concluded in October '25. But for those who have experienced an Urban concert, and especially for those who haven't, is his first full-length, live concert album of his career HIGH AND A(LIVE).

He's been a judge on American Idol in the U.S., a coach on The Voice in Australia, a featured player on The Road and is recognized as one of Country music's most influential artists with inductions into the Grand Ole Opry and the Nashville Songwriters Hall of Fame.

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Urban's career has been sprinkled with creative collaborations that have shown his brevity and thirst for musical possibility. They are what make him the musician's musician. They've included, amongst others: Carrie Underwood, Chris Stapleton, Eric Church, Jelly Roll, John Mayer, HARDY, Justin Timberlake, Dzeko, Miranda Lambert, Nile Rodgers, P!nk, Post Malone, The Rolling Stones and Vince Gill.

In the midst of it all Urban gives back. His "All For The Hall" benefit concerts have raised \$4.3M for the Country Music Hall of Fame and Museum®. He was the first Artist Ambassador of the CMA Foundation, is an advisory board member at the St. Jude's Children's Hospital and is a longtime supporter of The Mr. Holland's Opus Fund and The Grammy Foundation.

Urban consistently reminds music lovers around the globe why he is one of the world's best live performers. His concerts have become legendary—as unpredictable as they are explosive. An experience of emotion, musical texture, energy and showmanship.

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 \$2.2 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 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.

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

About McLaren Health Care

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a \$6.9 billion, fully integrated health care delivery system committed to quality, evidence-based patient care and cost efficiency. The McLaren system includes 12 hospitals across the state, ambulatory surgery centers, imaging centers, a 730-member employed primary and specialty care physician network, commercial and Medicaid HMOs covering more than 242,000 Michigan lives, 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 Karmanos Cancer Institute, a National Cancer Institute-designated comprehensive cancer center. McLaren has 20,000 full-, part-time and contracted employees and more than 93,000 network providers throughout Michigan and Ohio. Learn more at 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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