

**NEWS**



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## **The Ally Challenge presented by McLaren and Back to the Bricks celebrate impactful two-week stretch for Genesee County with Classic Car Parade**

WORLD-CLASS GOLF AND CAR SHOW ENTHUSIASTS SHINE SPOTLIGHT ON  
SOUTHEASTERN MICHIGAN AND PROVIDE SIGNIFICANT EXPOSURE  
AND ECONOMIC BENEFIT FOR REGION

**GRAND BLANC, Mich.** – Officials of The Ally Challenge presented by McLaren and Back to the Bricks announced today that the two marquee events staged in consecutive weeks are celebrating their collective impact on Southeastern Michigan with a Classic Car Parade to mark the transition from a successful Back to the Bricks week, culminating with the main event on August 19, to the sixth annual Ally Challenge the week of August 21-27 at historic Warwick Hills Golf & Country Club.

The parade will take place on Sunday, August 20, departing downtown Flint at 11:30 a.m. and arriving at Warwick Hills by noon. The procession of classic cars will include Back to the Bricks volunteers that will gather at The Ally Challenge Volunteer Center with tournament and volunteer leadership for a special lunch followed by pictures and media availability.

Collectively, Back to the Bricks and The Ally Challenge presented by McLaren provide an average annual economic impact to Genesee County of more than \$125 million.

“Ally is proud to support both of these incredible events and put a spotlight on the legacy of this region,” said Jeff Cumberworth, senior director, Marketing at Ally. “This parade will serve as a bridge between these two events that cap off summer for so many in our community.”

Back to the Bricks attracts over 500,000 car show enthusiasts annually to Genesee County to celebrate their love of motor vehicles, and the area’s historic role in the automotive industry. Tune-up Parties and Promo Tours generate enthusiasm in advance of the Main Event which provides a showcase for classic, custom, and collector vehicles of all kinds. During the week, Flint, the birthplace of “America’s Sports Car”, proudly hosts a National Reunion for Corvette aficionados. Music, food vendors, and family-friendly activities add to the festive atmosphere.

The Ally Challenge presented by McLaren features legends of the game such as Bernhard Langer, Jim Furyk, Steve Stricker, Ernie Els, John Daly, Davis Love III, and Justin Leonard to name a few. The Ally Challenge proudly stands as a premier golf tournament on PGA TOUR Champions, but the event is much more than a golf tournament. The events and activities associated with The Ally Challenge provide an

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all-inclusive, entertaining atmosphere and the beautiful views of historic Warwick Hills Golf & Country Club serve as a backdrop for world-class golf and provide the perfect venue to mingle with friends, family and business leaders while watching the legends of the game. The Ally Challenge also benefits local charities throughout Genesee County and has raised more than \$6.2 million toward that mission since the tournament's inception in 2018. All three rounds of The Ally Challenge are televised internationally by Golf Channel providing significant exposure for the region.

The Ally Challenge will be one of the premier Regular Season events on the PGA TOUR Champions in 2023, featuring a \$2,200,000 purse and leading to the Charles Schwab Cup Playoffs—a season-ending, three-tournament series used to determine the TOUR's season-long champion.

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).

#### **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 Back to the Bricks**

All roads lead Back to the Bricks®. Back to the Bricks attracts over 500,000 car show enthusiasts annually to Genesee County to celebrate our love of motor vehicles, and the area's historic role in the automotive industry. Tune-up Parties and Promo Tours generate enthusiasm in advance of the Main Event which provides a showcase for classic, custom, and collector vehicles of all kinds. During the week, Flint, the birthplace of "America's Sports Car", proudly hosts a National Reunion for Corvette aficionados. Music, food vendors, and family-friendly activities add to the festive atmosphere.

#### **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](http://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](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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**BACK TO THE BRICKS**

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