

NEWS



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For Immediate Release
July 22, 2025

TOURNAMENT MILITARY INITIATIVE DETAILS ANNOUNCED FOR
THE ALLY CHALLENGE PRESENTED BY MCLAREN, INCLUDING COMPLIMENTARY
ADMISSION TO UNITED STATES ARMED FORCES AND VETERANS
Admission includes access to the Dow VET Den on Hole No. 18

*Folds of Honor Friday returns to The Ally Challenge, including kick-off
breakfast event featuring Folds of Honor Vice President and U.S. Marine
Corps veteran Sergeant Rocky Sickmann*

GRAND BLANC, Mich. – Tournament officials announced today the details surrounding the tournament 2025 military initiatives, including complimentary admission to The Ally Challenge presented by McLaren available to members of the United States Armed Forces (Active Duty, National Guard, Reserve, and Retirees) and veterans.

Complimentary admission for military is provided courtesy of Dow, a Midland-based materials science company that regularly engages and supports veterans through programs like its VETNET Employee Resource Group and its Military Degree Equivalency Program.

U.S. Armed Forces and veteran admittance to the tournament includes access to the **Dow VET Den** located on the 18th green at Warwick Hills Golf & Country Club. Guests will enjoy premium golf viewing and complimentary snacks and beverages. The Dow VET Den is open Thursday (7:30 a.m.–6:30 p.m.), Friday (11 a.m.–6 p.m.), and Saturday/Sunday (9 a.m.–5 p.m.), August 21–24.

Below are the available U.S. Armed Forces and Veteran ticket options. For tickets and additional information visit: <https://theallychallenge.com/tickets/military-tickets/>.

Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans, receive **two complimentary tickets** for each day of the tournament, Thursday – Sunday.

Please note that a valid Department of Defense issued ID or photo ID must be provided. This special offer extends to family members and dependents to attend as guests of approved **Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans**. Please note that fans 17 and under are admitted free of charge with a ticketed adult.

In related news, The Ally Challenge announced today the details surrounding Folds of Honor Friday. The second-year program, that is celebrated on Fridays at about 50 tournaments on the PGA TOUR, PGA TOUR Champions and Korn Ferry Tour.

Folds of Honor Friday brings the National Anthem to golf and recognizes the commitment and sacrifice of military service members and first responders who guard our freedoms and protect our communities.

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It is an inspiring experience for fans, players, caddies, sponsors, volunteers, and tournament staff to engage on-site through a shared connection and appreciation of those heroes who preserve our freedoms and protect our families.

At The Ally Challenge, all are encouraged to wear red, white and blue on Friday as an outward display of unity and an inward commitment to meeting sacrifice with hope for the families of America's fallen or disabled military and first responders. In addition, the second annual Folds of Honor kick off breakfast event will be hosted in the Warwick Hills Clubhouse featuring Folds of Honor Vice President Rocky Sickmann. Guests will enjoy breakfast while hearing Rocky's powerful message.

Rocky was a United States Marine Corps Sergeant and P.O.W. in Tehran during the Iranian Hostage Crisis after militants overran the American Embassy in 1979. He is the author of "Iranian Hostage: A Personal Diary of 444 Days in Captivity".

To purchase tickets to the Folds of Honor Friday breakfast event please contact the tournament sales office at 269-635-0093 or email rpabreza@theallychallenge.com. All breakfast event tickets include Friday tournament grounds access.

Additional programming for Folds of Honor Friday includes an enhanced Opening Ceremony with a performance of the National Anthem and flyover, and official Folds of Honor ribbon pins that will be proudly distributed and displayed throughout the inspirational day.

As a result of The Ally Challenge presented by McLaren's inclusion in Folds of Honor Friday, 13 individuals in southeastern Michigan will receive academic scholarships on behalf of the tournament.

"Folds of Honor Friday is a perfect complement to the military initiatives here at The Ally Challenge," said Erin Stone, the tournament's director of business development and community engagement. "The program provides increased opportunities for the tournament and our fans to celebrate America and support those that serve, and it is an honor to shine a spotlight on the incredible impact that Folds of Honor has generated for the families of fallen or disabled military service members and first responders."

Folds of Honor was founded by Lt Col Dan Rooney, history's only F-16 fighter pilot to also become a PGA of America Golf Professional. Folds of Honor provides educational scholarships to the children and spouses of fallen or disabled military service members and first responders. Since its inception in 2007, it has awarded nearly 62,000 academic scholarships valued at almost \$300 million. In Ohio, 249 recipients received awards for the 2024-25 academic cycle, equaling more than \$1.2 Million in local impact. The need remains great. For the current academic year, Folds of Honor awarded a record 10,000 scholarships. However, about 7,000 fully-qualified applicants did not receive full-funding due to a lack of resources.

The Ally Challenge presented by McLaren is the week of August 18-24 at the renowned Warwick Hills Golf & Country Club in Grand Blanc, Mich.

Tickets for The Ally Challenge can be purchased by visiting the tournament website (theallychallenge.com). The Ally Challenge is open to spectators from Thursday (August 21) to Sunday (August 24) and ticket prices start at \$15. Children 17 and under receive free grounds access with a ticketed adult. For a complete listing of ticket options please [CLICK HERE](#).

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

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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. 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 \$2.2 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 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>.

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 Folds of Honor

Folds of Honor is a 501(c)(3) nonprofit organization that provides educational scholarships to the spouses and children of US military service members and first responders who have fallen or been disabled while serving our country and communities. Our educational scholarships support private school tuition or tutoring in grades K-12, tuition for college, technical or trade school and post-graduate work, including a master's degree, doctorate, or professional program. Funds for a second bachelor's degree or trade/technical program certification are also available. Since its inception in 2007, Folds of Honor has awarded nearly 62,000 scholarships totaling about \$290 million in all 50 states. Among the students served, 45 percent are minorities. A total of 91 percent of expenses fund our mission of providing educational scholarships to the families of our nation's heroes. It is rated a four-star charity by Charity Navigator and Platinum on Candid. It was founded by Lt Col Dan Rooney, the only-ever F-16 fighter pilot (with three combat tours in Iraq) and PGA Professional. He is serving as Commander of Recruiting for the Oklahoma Air Guard. For more information or to donate in support of a Folds of Honor scholarship visit foldsofhonor.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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