

NEWS



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Second annual Outdrive Hunger campaign details announced

THE ALLY CHALLENGE PRESENTED BY MCLAREN PARTNERS WITH KROGER
TO HELP FEED COMMUNITIES IN SOUTHEASTERN MICHIGAN

GRAND BLANC, Mich. – Tournament officials announced today that The Ally Challenge presented by McLaren has partnered with Kroger for a second consecutive year to bring back the Outdrive Hunger program. The community focused campaign is designed to collect needed food items across Southeastern Michigan in conjunction with Kroger's Zero Hunger | Zero Waste impact plan. All donations benefit regional food banks.

The four-week Outdrive Hunger campaign begins this Friday, July 25, and concludes Sunday, August 17. Food and donation collections are available three days per week, on Fridays, Saturdays and Sundays from 10 a.m. to 4 p.m. at a new designated location each week. Four different charities have been selected to benefit from Outdrive Hunger, a new charity each week.

Food Drive Locations and benefiting charities

- **WEEK 1 in Grand Blanc** – Benefiting FISH of Grand Blanc
(July 25, 26, 27): Kroger Store – 12731 Saginaw St., Grand Blanc, MI 48439
- **WEEK 2 in Lake Orion** – Benefiting Forgotten Harvest Food Bank
(August 1, 2, 3): Kroger Store – 460 N. Lapeer Rd., Lake Orion, MI 48362
- **WEEK 3 in Clarkston** – Benefiting Gleaners Community Food Bank
(August 8, 9, 10): Kroger Store – 9741 Dixie Hwy Clarkston, MI 48348
- **WEEK 4 returning to Grand Blanc** – Benefiting Food Bank of Eastern Michigan
(August 15, 16, 17): Kroger Store – 12731 Saginaw St., Grand Blanc, MI 48439

Patrons who donate a minimum of \$10, or a food equivalent donation, are eligible to receive a complimentary one-day ticket to The Ally Challenge presented by McLaren, while supplies last, and given the opportunity to participate in a target toss game for a chance to win a \$250 Kroger Gift Card. There will be four target toss winners, one from each location.

“We’re proud to continue our partnership with The Ally Challenge presented by McLaren,” said Cam Barrett, Kroger’s corporate affairs manager. “As the largest charity event in Genesee County, the tournament offers a strong platform to further our mission to end food insecurity across the region, a key focus of Kroger’s Zero Hunger | Zero Waste impact plan. With the Outdrive Hunger program we are able to partner with the tournament to create a meaningful food drive benefiting Food Banks in the region and share our Ally Challenge tickets with those in the community who help contribute to this worthwhile cause.”

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Food items in highest demand include:

Cereals

Canned goods

Pasta sauces
Meats
Meals
Beans
Veggies
Fruits
Soups

Grains

Bread
Rice
Pasta

Juices

Boxed/Bagged Meals

Cheeseburger dinner
Alfredo Dinner
Ramen

Peanut Butter

Coffee

Condiments

Ketchup
Mustard
Jelly

Dry Mixes

Corn Muffin
Cake

Brownie

Pancake

Snacks

Chips
Crackers
Cookies
Granola Bars
Fruit Snacks

“The Ally Challenge presented by McLaren is thrilled to once again join Kroger for the Outdrive Hunger initiative in our local markets,” said Erin Stone, the tournament’s director of business development and community engagement. “It was incredibly rewarding to see this program come to life in 2024 and benefit an entire community, and we’re excited to build on that impact with this year’s results thanks to Kroger’s support.”

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

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 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 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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