

For Immediate Release
July 23, 2024

New 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 to create a program called Outdrive Hunger. The new community focused campaign is designed to collect needed food items across Southeastern Michigan in conjunction with Kroger's Zero Hunger | Zero Waste initiative. All donations benefit Eastern Michigan Food Bank.

The four-week Outdrive Hunger campaign begins today, July 23, and concludes Saturday, August 17. Food and donation collections are available four days per week, on Tuesdays, Wednesdays, Fridays and Saturdays from 3 p.m. to 6 p.m. at a new designated location each week.

Food Drive Locations

- **WEEK 1** (July 23, 24, 26, 27): Kroger Store – 12731 Saginaw St., Grand Blanc, MI 48439
- **WEEK 2** (July 30, 31, August 2, 3): Kroger Store – 700 N. State Road, Davison, MI 48423
- **WEEK 3** (August 6, 7, 9, 10): Kroger Store – 1542 East. Pierson Road, Flushing, MI 48433
- **WEEK 4** (August 13, 14, 16, 17): Genesee County Sheriff Office – 1002 Saginaw St., Flint, MI 48502

Individuals 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.

“We’re proud to sign on as a new official partner of The Ally Challenge presented by McLaren,” said Cam Barrett, Kroger’s Corporate Affairs Manager. “Given the tournament’s position as the largest charity event in Genesee County, it provides a great platform to help us continue our mission to fight food insecurity across the region as part of Kroger’s Zero Hunger | Zero waste pledge. With the Outdrive Hunger program we are able to partner with the tournament to create a meaningful food drive benefiting the Food Bank of Eastern Michigan and share our Ally Challenge tickets with those in the community who help contribute to this worthwhile cause.”

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

(more)

“The Ally Challenge presented by McLaren is excited to join Kroger to launch the Outdrive Hunger initiative in our local markets,” said Erin Stone, the tournament’s director of business development and community engagement. “It’s exciting to see possibilities come to life and benefit an entire community when you marry passion, commitment and creativity. We can’t wait to bring this meaningful program to life and tell the story of its four-week impact during tournament week in the Fan Zone thanks to Kroger’s support.”

The 2024 Ally Challenge presented by McLaren will take place the week of August 19 – 25 at renowned Warwick Hills Golf and Country Club.

Tickets for The Ally Challenge can be purchased at theallychallenge.com/tickets. Several ticket options are available. The tournament is open to spectators from Thursday (August 22) to Sunday (August 25) 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 visit the tournament website at theallychallenge.com.

The Ally Challenge will be one of the premier Regular Season events on the PGA TOUR Champions in 2024, 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.

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 \$7.3 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).

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. 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 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 approximately 11 million customers through a full range of online banking services (including deposits, mortgage, 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.

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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