

NEWS



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PRESENTED BY McLaren

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For Immediate Release
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THE ALLY CHALLENGE PRESENTED BY MCLAREN OFFERS COMPLIMENTARY
ADMISSION TO UNITED STATES ARMED FORCES AND VETERANS COURTESY OF DOW
Admission includes access to the Dow VET Den on Hole No. 18

*Folds of Honor Friday comes to The Ally Challenge, including new kick-off
breakfast event featuring Folds of Honor founder and CEO Lt Col Dan Rooney*

GRAND BLANC, Mich. – Tournament officials announced today that complimentary admission to The Ally Challenge presented by McLaren is available to members of the United States Armed Forces (Active Duty, National Guard, Reserve, and Retirees) and veterans courtesy of Dow.

U.S. Armed Forces and veteran admission 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.), Saturday (8 a.m.–5 p.m.), and Sunday (9:30 a.m.–5:30 p.m.), August 22–25.

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 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 new Folds of Honor program supported TOUR-wide will be activated on Fridays at select tournaments on the PGA TOUR, PGA TOUR Champions, and the Korn Ferry Tour.

Folds of Honor Friday recognizes the commitment and sacrifice of military service members and first responders who guard our freedoms and protect our communities. It is an inspiring new 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.

(more)

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, a special Folds of Honor kick off breakfast event will be hosted on Hole No. 18 featuring Lt Col Dan Rooney, Founder and CEO of Folds of Honor. Guests will enjoy breakfast while hearing Lt Col Rooney's powerful message.

To purchase tickets to the inaugural 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, birdie donations on Hole No. 17, a special recognition at the Concert @17 presented by Soaring Eagle Casino & Resort featuring Smash Mouth 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 addition to the week here at The Ally Challenge," said Erin Stone, the tournament's director of business development and community engagement. "It is an honor to shine a spotlight on the incredible impact that Lt Col Dan Rooney and Folds of Honor have generated for the families of fallen or disabled military service members and first responders. This new initiative further enhances the programs that The Ally Challenge presented by McLaren offers and provides increased opportunities for the tournament and our fans to celebrate America and support those that serve."

Folds of Honor was founded by Lt Col Dan Rooney, history's only F-16 pilot to also become a PGA 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 over 52,000 scholarships valued at about \$244 million. The need remains great. Last year, Folds of Honor awarded a record of over 9,300 scholarships, however, thousands of qualified applicants went unfunded. After receiving a record 18,000 scholarship applications for the 2024-25 academic year, it's likely that at least 5,000 qualified applicants will go unfunded.

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 2024 Ally Challenge presented by McLaren are now on sale. The tournament is open to spectators from Thursday (August 22) to Sunday (August 25) and ticket prices start at \$15. For a complete listing of ticket options please visit the tournament website at theallychallenge.com.

Access to The Concert @17, and the Ally Community Concert featuring Thomas Rhett, require the purchase of a valid tournament ticket for the day each concert is hosted, or a weekly ticket option.

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

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.

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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 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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