



2023 Story Ideas – The Ally Challenge presented by McLaren

GENERAL INFORMATION

THE ALLY CHALLENGE PRESENTED BY MCLAREN – AT A GLANCE

The Ally Challenge presented by McLaren is one of the premier Regular Season events on PGA TOUR Champions in 2023, which will give way to the fifth-annual Charles Schwab Cup Playoffs – a season-ending, three tournament series used to determine the TOUR’s season-long champion. The tournament is held annually in Grand Blanc, Michigan and 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 presented by McLaren proudly stands as a premier golf tournament on PGA TOUR Champions, but this event is much more than a golf tournament. The events and activities associated with The Ally Challenge provide an 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 sixth-year event also benefits local charities throughout Genesee County. All three rounds of The Ally Challenge are televised internationally by Golf Channel.

Dates: August 21–27, 2023

Venue: Warwick Hills Golf and Country Club, Grand Blanc, Michigan

Website: www.theallychallenge.com

Twitter: @allychallenge

Instagram: @allychallenge

Facebook: www.facebook.com/allychallenge

Hash Tag(s): #AllyChallenge

Golf course architect: Joe Lee

Yardage/Par: 7,127 / Par 72

Defending Champion: Steve Stricker

Past Champions

Steve Stricker (2022)	70-64-67	201 (-15)
Joe Durant (2021)	65-66-68	199 (-17)
Jim Furyk (2020)	68-66-68	202 (-14)
Jerry Kelly (2019)	67-65-68	200 (-16)
Paul Broadhurst (2018)	67-68-66	201 (-15)

Format: 54-hole stroke-play with no cut

Field and Size: 82 PGA TOUR Champions Professionals

Purse: \$2,200,000 Million

Winner’s Share: \$330,000

Broadcast: Golf Channel

THE SCHEDULE (WITH BROADCAST TIMES) *Schedule times and events subject to change*

NOTE: The 2023 tournament is open to the public from Thursday, August 24 to Sunday, August 27

THURSDAY, August 24

- Gates open at 7:30 a.m.
- Pro-Am Shotgun Times: (morning wave) 7:30 a.m. & (afternoon wave 1:30 p.m.)
- Women of Influence Luncheon: 12 p.m. – 3 p.m. (Miller Lite Beer Garden at Hole No. 17)
- Family Fun Night: 5:30 p.m. – 7:30 p.m. (Fan Zone/Hole No. 17)

Daily Activities (open to the public)

- Ally Lounge on 17: Open all day (located at Hole No. 17)
- Food Truck Concessions: Open all day (located at Hole No. 17)
- Fan Zone: 10 a.m. – 7:30 p.m. (located adjacent to Hole No. 17)
- Mulligan's Deck: Open all day (located at Hole No. 17)
- Miller Lite Beer Garden: Open all day (located at Hole No. 17)
- Birdie Time is Miller Time: Open all day (located at Hole No. 17) – A birdie recorded during competition on No. 17 equals drink specials for seven minutes.
- McLaren Public Bleacher: Open all day (located at Hole No. 18)
- DTE Energy Lawn: Open all day (near the Clubhouse between Hole Nos. 9 and 18 greens)
- Dow VETerans Den: 7:30 a.m. – 6:30 p.m. (located on Hole No. 18)

FRIDAY, August 25

- Gates open at 10 a.m.
- Opening Ceremony 10:45 a.m. (estimated) – located at Hole No. 1 tee box
- First Round Official Tournament Competition: Tee times begin at 11:10 a.m. (estimated) off Hole Nos. 1 and 10
- Chamber Happy Hour (Private Event) 4 – 6 p.m.
- Concert @17 presented by Soaring Eagle Casino & Resort featuring Don Felder (located at Hole No. 17)
 - Northville Folk: **6:15 p.m.**
 - Don Felder **7 p.m.**

Daily Activities (open to the public)

- Ally Lounge on 17: Open all day (located at Hole No. 17)
- Food Truck Concessions: Open all day (located at Hole No. 17)
- Fan Zone: 10 a.m. – 6 p.m. (located adjacent to Hole No. 17)
- Mulligan's Deck: Open all day (located at Hole No. 17)
- Miller Lite Beer Garden: Open all day (located at Hole No. 17)
- Birdie Time is Miller Time: Open all day (located at Hole No. 17) – A birdie recorded during competition on No. 17 equals drink specials for seven minutes.
- McLaren Public Bleacher: Open all day (located at Hole No. 18)
- DTE Energy Lawn: Open all day (near the Clubhouse between Hole Nos. 9 and 18 greens)
- Dow VETerans Den: 7:30 a.m. – 6 p.m. (located on Hole No. 18)

Broadcast

Golf Channel: 9:30 p.m. – 11:30 p.m. (tape delay)

REPLAY-Golf Channel: 4:30 a.m. – 6:30 a.m.

SATURDAY, August 26

- Gates open at 7 a.m.
- Second Round Official Tournament Competition: 7:35 a.m. start (estimated)
- Celebrity Challenge: 3:45 p.m. start (estimated) on the 10th tee following final tournament grouping
- The Ally Challenge Community Concert featuring Miranda Lambert: Gates open at 5 p.m.
 - D.J. Pete **5:30 p.m.**
 - Tigirlily Gold **6:30 p.m.**
 - Miranda Lambert **8 p.m.**
 - Drone lights show following Miranda Lambert's performance

Daily Activities (open to the public)

- Ally Lounge on 17: Open all day (located at Hole No. 17)
- Food Truck Concessions: Open all day (located at Hole No. 17)
- Fan Zone: 9:30 a.m. – 5 p.m. (located adjacent to Hole No. 17)
- Mulligan's Deck: Open all day (located at Hole No. 17)
- Miller Lite Beer Garden: Open all day (located at Hole No. 17)
- Birdie Time is Miller Time: Open all day (located at Hole No. 17) – A birdie recorded during competition on No. 17 equals drink specials for seven minutes.
- McLaren Public Bleacher: Open all day (located at Hole No. 18)
- DTE Energy Lawn: Open all day (near the Clubhouse between Hole Nos. 9 and 18 greens)
- Dow VETerans Den: 8 a.m. – 5 p.m. (located on Hole No. 18)

Broadcast

Golf Channel: 3 p.m. – 5 p.m. (LIVE)

REPLAY-Golf Channel: 4 a.m. – 6:30 a.m.

SUNDAY, August 27

- Gates open at 8:30 a.m.
- Complimentary Zehnder's Chicken & Waffles Breakfast: 8:30 a.m. – 11 a.m. (near the Clubhouse between Hole Nos. 9 and 18 greens)
- Final Round Official Tournament Competition: Tee times begin at 9:10 a.m. (estimated) off Hole Nos. 1 and 10
- Awards Ceremony: Following Play of Final Round

Daily Activities

- Ally Lounge on 17: Open all day (located at Hole No. 17)
- Food Truck Concessions: Open all day (located at Hole No. 17)
- Fan Zone: 9:30 a.m. – 4 p.m. (located adjacent to Hole No. 17)
- Mulligan's Deck: Open all day (located at Hole No. 17)
- Miller Lite Beer Garden: Open all day (located at Hole No. 17)
- Birdie Time is Miller Time: Open all day (located at Hole No. 17) – A birdie recorded during competition on No. 17 equals drink specials for seven minutes.
- McLaren Public Bleacher: Open all day (located at Hole No. 18)
- DTE Energy Lawn: Open all day (near the Clubhouse between Hole Nos. 9 and 18 greens)
- Dow VETerans Den: 8:30 a.m. – 5 p.m. (located on Hole No. 18)

Broadcast

Golf Channel: 1:30 p.m. – 4 p.m. (LIVE)

REPLAY-Golf Channel: 5 a.m. – 7 a.m.

Tuesday, August 29 REPLAY-Golf Channel: 8 p.m. – 11 p.m.

WARWICK HILL GOLF AND COUNTRY CLUB

Warwick Hills has been voted as one of the best-conditioned courses in the Midwest with some of the finest greens to putt. The course opened in June of 1957 and was home to the PGA TOUR's Buick Open tournament for over 50 years. Designed by Joe Lee, one of the greatest golf course architects of his time and a direct descendant of Robert E. Lee, Mr. Joe Lee created/renovated more than 200 golf courses, including several with PGA TOUR pedigree.

Warwick Hills golf course has 18 holes and four sets of tees for each hole which can provide a unique and challenging game every time out. The course is a par 72 and Tiger Woods and Billy Mayfair jointly hold the course record of 61.

Born to host

Warwick Hills Golf and Country Club was the host site for the PGA TOUR's Buick Open from 1958–2009*. Some of the greatest names in golf competed in the Buick Open at Warwick Hills. The list of winners includes the likes of Tiger Woods, Vijay Singh, Jim Furyk, Fred Couples, Hale Irwin, Tom Weiskopf, Julius Boros, Tony Lema and Billy Casper.

*No tournament was played at Warwick Hills Golf and Country Club from 1970–1977

Past winners of the Buick Open will be well represented again this year for The Ally Challenge presented by McLaren. Nine members of that esteemed fraternity will be competing at Warwick Hills, including Jim Furyk, Kenny Perry, Vijay Singh, Justin Leonard, Scott Verplank, Woody Austin, Billy Mayfair, Rocco Mediate, and Tom Pernice, Jr.

SUGGESTIONS:

- Tour the course hole by hole, previewing the bunkers, sloping greens and other hazards the players may come across.
- Interview the course superintendent regarding preparations to the golf course for the sixth playing of The Ally Challenge presented by McLaren.
- Interview Head Golf Professional, Doug Brody, regarding how the PGA TOUR Champions players attack the course compared to the PGA TOUR players from the Buick Open days. How differently does the course play?
- Interview past winners of the Buick Open and players that competed at Warwick Hills when the PGA TOUR was in Grand Blanc. Contact Tom Sprouse to help identify players.

THE SIXTH PLAYING OF THE ALLY CHALLENGE PRESENTED BY MCLAREN

Volunteers, fans, and the PGA TOUR Champions professionals are excited to build on the success of the tournament now entering its sixth year at Warwick Hills.

Circle of Champions: Located behind the clubhouse, near the main putting Hole No. 18 green. This area pays tribute to the past winners of The Ally Challenge presented by McLaren and the Buick Open.

The playing field for The Ally Challenge presented by McLaren includes an elite roster of 78 players, collectively representing 220 PGA TOUR Champions victories, including 19 senior major championship titles. The field also contains seven of the top-10 players in the Charles Schwab Cup standings, including top-ranked Steve Stricker, the defending champion of The Ally Challenge, and Bernhard Langer, who became the oldest U.S. Senior Open champion (65) and set the record for most PGA TOUR Champions wins (46) with a two-stroke triumph over Stricker in July at SentryWorld in Stevens Point, Wis.

All five champions of The Ally Challenge will be competing in this year's field, Paul Broadhurst (2018), Jerry Kelly (2019), Jim Furyk (2020), Joe Durant (2021), and Steve Stricker (2022). Past winners of the Buick Open will also be well represented this year in Grand Blanc. Nine members of that esteemed fraternity will be competing at Warwick Hills, including Jim Furyk, Kenny Perry, Vijay Singh, Justin Leonard, Scott Verplank, Woody Austin, Billy Mayfair, Rocco Mediate, and Tom Pernice, Jr.

One of the primary objectives of The Ally Challenge presented by McLaren is a genuine, philanthropic vision. To that end, the tournament has established a legacy of giving in southeastern Michigan, including raising more than \$6.2 million for charity since 2018. The Ally Challenge will continue to positively impact the community in Genesee County and beyond by designating net proceeds from the 2023 tournament to benefit United Way of Genesee County.

Furthermore, as an extension of the tournament's mission to positively impact non-profit organizations in the greater Flint area, the tournament offers an additional charitable program called the Ally Charity Chip In. This fundraising program gives Michigan 501(c)(3) charities the opportunity to raise additional funds and benefit from the Ally Charity Chip In guaranteed bonus match sponsored by Ally Financial.

Ally Charity Chip In provides a guaranteed 8% match on individual/company donations and 5% on donations raised through events. With the opportunity to increase the bonus match through marketing efforts. The final bonus match will be determined after the conclusion of the tournament in September 2023. No minimum amount must be raised to receive a bonus match. There is a cap on the total bonus funds for the program that will be met on a first-come, first-served basis.

Additionally, Tickets FORE Charity provides an opportunity for non-profits participating in Ally Charity Chip In to earn additional dollars for their cause based on attendance during the first and final round of The Ally Challenge.

Each eligible charity will share a promo code with their supporters that can be used when purchasing a FRIDAY AND/OR SUNDAY DAILY TICKET to The Ally Challenge presented by McLaren. For each person that attends the tournament with a designated charity promo code ticket, \$10 will be donated to that organization.

Economic impact and exposure for the region

- Local estimated economic impact for the Ally Challenge exceeds \$10 million.
- Exposure... With more than 10 hours of live television coverage for The Ally Challenge presented by McLaren, reaching over 400 million households, a national and international spotlight shines on Genesee County, along with Southeastern Michigan and the entire region during tournament week.

SUGGESTIONS:

- Interview volunteers and fans about their excitement for the sixth year of The Ally Challenge at Warwick Hills Golf and Country Club.
- Interview Tournament officials at the Circle of Champions. Have an official narrate the experience and then get his perspective on the history of Warwick Hills and professional golf in Grand Blanc.
- Interview United Way of Genesee County representatives regarding the charitable impact received to date and expected from The Ally Challenge in 2023.
- Interview officials from Flint and Genesee County and the city of Grand Blanc regarding the impact already being felt in the community after the first five years of The Ally Challenge.

STAYING CONNECTED AT THE ALLY CHALLENGE PRESENTED BY MCLAREN

The Ally Challenge presented by McLaren will permit fans to bring their mobile phones and devices in the tournament as part of the PGA TOUR Champions mobile device policy (see below).

Patrons may capture video, audio and photographs at the tournament on any day of the tournament throughout the tournament site (including, for clarity, competition areas on competition days), consistent with all posted rules and instructions of TOUR and/or tournament staff. However, you may only use such content for personal, non-commercial purposes (e.g., for your personal social media accounts), and you may not distribute such content on a live or near-live basis (no live streaming) or use such content to create a real-time, stroke-by-stroke or hole-by-hole account of the tournament. Further, you shall not use or authorize others to use any such content or other Reproductions for any commercial or promotional purpose, or for or in connection with a media outlet (directly or indirectly) unless you and the media outlet have received an official media credential for the tournament from the TOUR. Upon reasonable request by TOUR, at TOUR's cost and expense, you will sign any documents necessary to effect TOUR's ownership of all Reproductions. Without limiting the foregoing, you shall not collect, transmit, distribute, publish or sell any scoring, statistical, competition or other data at or from the tournament for purposes of any betting or gambling-related activity. For security purposes, you consent to the reasonable inspection of your person and property before entering the tournament, which may include metal detection. No standalone photo or video cameras (outside of mobile devices) on competition days (allowed practice days only), coolers, ladders, signs, firearms, explosive devices, etc. will be permitted onto the tournament grounds. Mobile devices are permitted to the extent they are on silent and used in accordance with this license and the posted Mobile Device Policy.

The Ally Challenge has implemented several initiatives to make sure fans stay connected and improve their experience on site.

- The Ally Challenge presented by McLaren website (www.theallychallenge.com) features a fully responsive design that enables fans to access the site on any device and on all platforms. The site features the latest news, comprehensive tournament information, links to live scoring and more.
- The PGA TOUR's official App offers live scoring, video, PGA TOUR Radio and more. The app is available for iPhone, iPad, and Android platforms.
- Digital Pairings Guide: Fans can conveniently scan QR Codes located throughout the golf course to view daily pairings and important event information.

SOCIAL MEDIA ACCOUNTS

- Follow us on Twitter: @AllyChallenge (www.twitter.com/allychallenge)
- Follow us on Instagram: @AllyChallenge (www.instagram.com/allychallenge)
- Like us on Facebook: www.facebook.com/allychallenge

SUGGESTIONS:

- Show how the policy can enhance spectators' on-course experience, for example, allowing them to conduct business while at the course, connect with other friends on site, stay in touch with the leaderboard and follow the tournament on social media: @AllyChallenge on Twitter and Instagram and on Facebook at www.facebook.com/allychallenge.
- Take a tour of the course and show fans where the designated cell phone areas are located.
- Give your readers/viewers a "Cell Phone Etiquette 101" class.
- Many sponsors are using mobile devices to keep their guests informed on everything taking place on the course and in their hospitality venues during tournament week. Talk with a few of the companies that are making the most of the PGA TOUR's recent changes to its mobile device policies.
- Interview tournament officials regarding The Ally Challenge digital pairings guide

PARKING 101

The Ally Challenge presented by McLaren offers convenient parking solutions for fans attending the tournament. Public parking is available beginning Thursday, August 24 at Cook Elementary School, 4433 East Cook Road, Grand Blanc, MI 48439. From Friday, August 25 through Sunday, August 27 at the Grand Blanc High School East Campus, 11920 S. Saginaw St., Grand Blanc, MI 48439. Both locations are located just miles from Warwick Hills Golf & Country Club and complimentary shuttles* will run continuously during scheduled times. See below for the daily shuttle schedule. Public parking on Thursday at Cook Elementary School is free. **The cost for public parking Friday – Sunday varies per day and all proceeds go to Grand Blanc High School.**

Shuttle Times by day

- Thursday, August 24, 2023: 6 a.m. – 7 p.m.
- Friday, August 25, 2023: 9 a.m. – 11 p.m.
- Saturday, August 26, 2023: 7 a.m. – 11 p.m.
- Sunday, August 27, 2023: 8 a.m. – 7 p.m.

Grand Blanc High School East Campus – Parking Rates

- Friday, August 25: \$10
- Saturday, August 26: \$10 from 9 a.m. to noon and \$20 from noon to 11 p.m.
- Sunday, August 27: \$10

Warwick Hills Golf and Country Club*

9057 S. Saginaw Road
Grand Blanc, MI 48439
www.warwickhills.org

*Parking will **NOT** be permitted onsite at Warwick Hills without a proper parking pass

SUGGESTIONS:

- Give your viewers/readers a step-by-step guide on how to get to The Ally Challenge presented by McLaren, where to park and tips for the best times to arrive.
- During tournament week, spend some time at Grand Blanc High School to witness the “choreography” it takes to manage parking for the tournament – all thanks to our well-orchestrated and dedicated volunteers. We’ll even let you try your hand at directing traffic within the parking area.
- With all proceeds from public parking going to Grand Blanc High School, interview school officials regarding the impact the tournament will have on their school.
- Interview tournament officials and community leaders about steps the tournament is taking to keep drivers safe.

YOUTH INITIATIVES

Fan Zone

The Fan Zone is located next to the famed 17th hole at Warwick Hills and open Thursday – Sunday with fun activities for kids of all ages, including an inflatable obstacle course, Ally Footgolf, McClaren Chipping Challenge, Putting Station, Birdie Ball, GolfZilla, coloring wall and more.

Family Fun Night

FUN FOR THE WHOLE FAMILY!

Family Fun Night presented by Charles Stewart Mott Foundation is Thursday from 5:30 – 7:30 p.m. on Hole No. 17 and in the tournament’s Fan Zone. Admission and parking are free for this fun-for-the-whole-family event. Parking is located at the Grand Blanc High School with complimentary shuttle service provided. Family Fun Night includes free pizza and drinks—courtesy of Cottage Inn and Faygo—for youths 18 years and under, a DJ dance party, golf stations, the McLaren Chipping Challenge, plus Ally Footgolf.

*NOTE: Concessions available for purchase for parents and adults

Date: Thursday, August 24

Time: 5:30 – 7:30 p.m.

Location: Fan Zone adjacent to Hole No. 17 at Warwick Hills

ADMISSION AND PARKING ARE **FREE!**

Parking is located at the Grand Blanc High School with complimentary shuttle service provided

Golf Passport Stations include:

- Ally Footgolf
- McLaren Chipping Challenge
- Putting Station
- Inflatable Obstacle Course
- Birdie Ball Station
- GolfZilla and Spoke Target – Use SNAG equipment to hit shots at a giant T-Rex Dinosaur and score points for hitting SNAG balls into an inflatable spoke target

THE ALLY CHALLENGE PRESENTED BY MCLAREN FAN GUIDE

Provide your readers/viewers with a one-stop guide of everything to do at The Ally Challenge presented by McLaren, from where to get the best food, best shade, best drinks and how to stay connected while they’re on the course.

Your guidebook could include (our staff can offer suggestions/info on each):

- The 411 about the sixth playing of The Ally Challenge presented by McLaren
- The schedule of events
- What the fans can experience aside from the thrilling competition. There’s something for everyone.
- The world class field
- Warwick Hills Golf and Country Club hole-by-hole descriptions
- Event week activities
- The volunteers, the heartbeat of The Ally Challenge presented by McLaren
- Autograph hunting – best practices
- Best food and drink deals
- What NOT to bring
- Security
- Where and how to use your mobile phone
- Best views of the golf course and the action
- Best family-friendly and food venues

SUGGESTIONS:

- Tour the course and produce segments on each bullet
- Feature fan experiences at the 2023 The Ally Challenge presented by McLaren
- Conduct fan surveys

FAN DESTINATIONS /DAILY ACTIVITIES

- Ally Lounge on 17: Open all day (located at Hole No. 17)
- Food Truck Concessions: Open all day (located at Hole No. 17)
- Fan Zone (located at Hole No. 17)
 - Thursday: 10 a.m. – 7:30 p.m.
 - Friday: 10 a.m. – 6 p.m.
 - Saturday: 9:30 a.m. – 5 p.m.
 - Sunday: 9:30 a.m. – 4 p.m.
- Mulligan’s Deck: Open all day (located at Hole No. 17)
- Millier Lite Beer Garden: Open all day (located at Hole No. 17)
- Birdie Time is Miller Time: Open all day (located at Hole No. 17) – A birdie recorded during competition on No. 17 equals drink specials for seven minutes.
- McLaren Public Bleacher: Open all day (located at Hole No. 18)
- DTE Energy Lawn: Open all day (near the Clubhouse between Hole Nos. 9 and 18 greens)
- Dow VETERans Den: 7:30 a.m. – 6:30 p.m. (located on Hole No. 18)
- (Sunday) Complimentary Zehnder’s Chicken & Waffles Breakfast: 8:30 a.m. – 11 a.m. (near the Clubhouse between Hole Nos. 9 and 18 greens)

The Fan Zone

The Fan Zone is located next to the famed 17th hole at Warwick Hills and is open Thursday (10 a.m. – 7:30 p.m.), Friday (10 a.m. – 6 p.m.), Saturday (9:30 a.m. – 5 p.m.) and Sunday (9:30 a.m. to 4 p.m.) Patrons visiting the Fan Zone will be treated to a number of available activities, including two games compliments of the tournament’s title sponsor **Ally Financial**, and presenting sponsor **McLaren Health Care**.

- **Ally Footgolf**
- **McLaren Chipping Challenge**

Ally’s popular footgolf experience returns to the Fan Zone with a five-hole course that is fun for fans of all ages. On Thursday at 11 a.m. a special Footgolf challenge will take place including members of the media and guest appearances by Andrea Brimmer, Ally’s chief marketing and public relations officer, and Ashlyn Harris, two-time U.S. Women’s team World Cup winner and global creative advisor of Gotham FC.

McLaren Health Care will offer golf fans a chance to test their golfing skills as well as learn more about the statewide McLaren system at the McLaren Chipping Challenge located in the Fan Zone near Hole No. 17. Golf fans of all ages can try to chip the ball into designated holes (similar to Skee Ball) along a backdrop of the famed 17th green. The Chipping Challenge will be hosted by McLaren volunteers. Giveaways will be available for golf fans who sink the shot or simply give it a try. The McLaren Chipping Challenge is open during the hours of the Fan Zone, August 25-27.

Kids Activities in the Fan Zone

While you’re at the Fan Zone make sure your kids don’t miss the inflatable Obstacle Course, Ally Footgolf, McLaren Chipping Challenge, Putting Station, Birdie Ball, GolfZilla, coloring wall and more.

Miller Lite Beer Garden

Check out the Miller Lite Beer Garden, then relax at the available picnic tables and Adirondack chairs while you watch the action on the 17th hole.

Ally Lounge on 17

The Ally Lounge is located greenside on the famed 17th hole and is open to the public. This venue offers fans a prime place to enjoy the action.

Dow VETerans Den

U.S. Armed Forces and veteran admission to the tournament includes access to the Dow VETerans 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 VETerans DEN is open Thursday (7:30 a.m. – 6:30 p.m.), Friday (10 a.m. – 6 p.m.), Saturday (8 a.m. – 5 p.m.), and Sunday (8:30 a.m. – 5 p.m.), August 24-27.

Below are the available U.S. Armed Forces and Veteran ticket options. For tickets and additional information visit: <https://allychallenge.spinzo.com/?group=military-9r7h>.

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. Fans 17 and under are admitted free of charge with a ticketed adult.

DTE Energy Lawn

This venue is located next to the clubhouse and is open to the public with views of the 9th green and the putting green. Enjoy this relaxing destination with access to full concessions.

Mulligan's Deck

A great place to hang out, enjoy food & beverages with No. 17 as the backdrop. Time to sit back, relax and watch some golf! Featuring: White Claw, Crown RTDs, Soaring Eagle activations

Birdie Time is Miller Time

Fans and pros alike can celebrate birdies Friday through Sunday at the famed 17th hole. Enjoy drink specials, too! Each time a birdie is recorded by a player during official competition, beer is just \$2 for seven minutes and White Claw only \$4. Even better - the time starts over if another birdie is made!

McLaren Public Bleacher

A perfect place to perch player left of the 18th green, all fans are welcome to enjoy the perfect views and watch the action unfold on the closing hole.

EVENTS

McLaren Adaptive Golf Clinic at The Ally Challenge

The Ally Challenge, McLaren Health Care, and the McLaren Flint Foundation teamed up once again with the National Amputee Golf Association (NAGA) and the U.S. Adaptive Golf Alliance (USAGA) to put on a clinic featuring trained adaptive golf coaches providing instruction to a group of more than 30 adaptive golfers using a wide array of adaptive golf equipment. Attendees experienced an atmosphere of

camaraderie and support and include McLaren Health Care physical therapy patients and participants identified by NAGA, USAGA, The Disability Network and other organizations.

Adaptive golf is a rising movement in the sport to continue to grow the game and provide people with physical disabilities the tools and training to enjoy the game of golf.

The McLaren Adaptive Golf Clinic was held Monday, August 21 from 10 a.m. to noon at the Warwick Hills driving range and features...

30 plus adaptive golfers using a wide array of adaptive golf equipment and seven nationally renowned adaptive golf coaches.

- **JOHN BELL** Host of NAGA National Championships. Captain of the Cairns Cup
- **BRYAN BIGOLI** President of The Michigan Amputee Golf Association
- **CARLOS BROWN** Director of instruction at Integrity Golf Performance and the Carlos Brown Golf Academy in Dallas, Texas
- **KIM MOORE** Women's Golf Coach at Western Michigan University and winner of the Women's 2022 U.S. Adaptive Golf Open
- **TRACY RAMIN** National Amputee Golf Association (NAGA) Executive Director and Captain of the U.S. ParaGolf team
- **JONATHAN SNYDER** U.S. Adaptive Golf Alliance (USAGA) Executive Director and 2021 & 2022 North American one arm National Champion
- **DAVE WINDSOR** GSGA Adaptive Golf Director and widely considered one of the country's foremost experts in teaching adaptive golfers

Women of Influence Luncheon presented by Dream Title Agency and The Brokerage Real Estate Enthusiasts

(Inspiring event features lineup of speakers who are paving the way for future generations of female leaders) This second annual event is a celebration of the power and accomplishments of women in Southeastern Michigan, and beyond. The Luncheon takes place on Thursday, 8/24/2023 at the famed 17th hole at Warwick Hills Golf & Country Club.

The Women of Influence Luncheon will include remarks from event emcee **Jeanna Trotman**, WXYZ Detroit Channel 7 Reporter, Anchor & Multimedia Journalist. The Luncheon's featured panel discussion will be the centerpiece of the inspirational event with all attendees invited to stay and enjoy the activities and events happening on Thursday at The Ally Challenge.

To learn more about the Women of Influence Luncheon, including how to purchase tickets and attend, please visit, <https://theallychallenge.com/fan-events/women-of-influence/>.

Luncheon panelists include: Moderator Andrea Brimmer, Chief Marketing and Public Relations Officer, Ally Financial; Shari Ballard, CEO Minnesota United FC and University of Michigan Flint alum; Ashlee Baracy, Meteorologist WDIV Local 4 News (ClickOnDetroit); and Shasta Averyhardt, Flint, Mich. native and LPGA Golf Professional.

Luncheon guests will also experience a fireside chat with special guest Ashlyn Harris, former United States Women's National Team & Gotham FC goalkeeper and current Global Creative advisor for Gotham FC.

In addition, country-pop entertainer Grace West will make a special appearance at the Women of Influence Luncheon. West is a native of Detroit and secured second place on Season 23 of NBC's The Voice.

New to the 2023 Women of Influence Luncheon a special charity spotlight segment will feature a conversation with local non-profit organization Voices for Children and its president and CEO, Claudynyse Holloman, facilitated by Laurie Prochazka, Vice President of Marketing for McLaren.

Official Tournament Pro-Am

The Official Tournament Pro-Am takes place on Wednesday, August 23 and Thursday, August 24, 2023 at Warwick Hills. This prestigious pro-am events pair amateur foursomes with a PGA TOUR Champions professional in a best ball of the five-player team format. Whether entertaining clients or spending the day on the links with your golfing buddies, the tournament's official Pro-Am guarantees memories that will last a lifetime.

SUGGESTIONS:

- Interview amateurs and professionals alike about their experience playing Warwick Hills under tournament conditions.

Family Fun Night

FUN FOR THE WHOLE FAMILY!

Family Fun Night presented by Charles Stewart Mott Foundation is Thursday (8/24) from 5:30 – 7:30 p.m. on Hole No. 17 and in the tournament's Fan Zone. Admission and parking are free for this fun-for-the-whole-family event. Parking is located at the Grand Blanc High School with complimentary shuttle service provided. Family Fun Night includes free pizza and drinks—courtesy of Cottage Inn and Faygo—for youths 18 years and under, a DJ dance party, golf stations, Birdie Ball, Golfzilla, the McLaren Chipping Challenge, plus Ally Footgolf and more.

*NOTE: Concessions available for purchase for parents and adults

Date: Thursday, August 24

Time: 5:30 – 7:30 p.m.

Location: Fan Zone adjacent to Hole No. 17 at Warwick Hills

ADMISSION AND PARKING ARE **FREE!** *Parking is located at the Grand Blanc High School with complimentary shuttle service provided*

Golf Passport Stations include:

- Ally Footgolf
- McLaren Chipping Challenge
- Putting Station
- Inflatable Obstacle Course
- Birdie Ball Station
- GolfZilla and Spoke Target – Use SNAG equipment to hit shots at a giant T-Rex Dinosaur and score points for hitting SNAG balls into an inflatable spoke target

SUGGESTIONS:

- Capture b-roll of kids and families experiencing the event
- Interview kids and parents about their experience at The Ally Challenge presented by McLaren
- Participate in the First Tee of Eastern Michigan golf stations and interview representatives from the organization
- Interview the PGA TOUR Champions professional about his Family Night experience

Opening Ceremony

Celebrate the start of tournament competition for the 2023 The Ally Challenge presented by McLaren on the first tee box at Warwick Hills Golf & Country Club. The Opening Ceremony will feature ceremonial first tee shots from local youth from First Tee of Eastern Michigan. Representatives from Ally Financial, McLaren Health Care and The Ally Challenge will address the crowd and introduce the ceremonial first tee shot participants.

Ceremonial First Tee Shot participants

Jackson Levijoki - Powers High School

Lillee Ann Jacobs - Powers High School

SUGGESTIONS:

- Capture b-roll of the ceremonial first tee shots
- Interview ceremonial first tee shot participants and their families
- Interview representatives from First Tee of Eastern Michigan
- Interview tournament officials and representatives from Ally Financial and McLaren Health Care

Chamber Happy Hour

Chamber Happy Hour returns for the 2023 tournament taking place on Friday (8/25) from 4 – 6 p.m. on Hole No. 7. This special function brings the community together at The Ally Challenge through four of the regions Chamber of Commerce organizations. Guests from the Flint & Genesee Chamber, Grand Blanc Chamber of Commerce, Clarkston Chamber of Commerce, and the Fenton & Linden Regional Chamber of Commerce will gather and network in this unique and inspiring setting.

The Concert @17 presented by Soaring Eagle Casino & Resort featuring Don Felder

The Concert @17 presented by Soaring Eagle Casino & Resort featuring Rock & Roll Hall of Famer Don Felder, formerly of the Eagles, will be held Friday evening, August 25, and take place following the first round of tournament competition at the famed 17th hole at Warwick Hills.

- Northville Folk – 6:15 p.m.
- Don Felder – 7 p.m.

Celebrity Challenge

Patrons attending the tournament on Saturday, August 26, will experience this star-studded event at Warwick Hills Golf & Country Club. The Celebrity Challenge is an exciting 4-hole team exhibition match that will benefit charity and take place following the last tournament pairing of the second round of competition at The Ally Challenge starting on Hole No. 10. The celebrities will play holes 10, 11, 17 and 18. In 2023 this special competition will feature golf's greatest champion Jack Nicklaus and a host of sports personalities representing all four of Michigan's professional sports leagues, including the Lions (NFL), Red Wings (NHL), Pistons (NBA) and Tigers (MLB). The list of 2023 celebrities includes: Red Wings legendary enforcer Darren McCarty, Detroit Lions punter Jack Fox, Women's Olympic Hockey Gold medalist Hilary Knight, and Detroit Pistons Forward and former University of Michigan basketball standout Isaiah Livers, World Series winner former Detroit Tigers pitcher Dave Rozema and NFL Safety Bernard Pollard.

The teams will compete for a \$30,000 purse to benefit two Michigan based charitable organizations, Genesee County Habitat for Humanity and Food Bank of Eastern Michigan. Each hole carries a dollar value that will be awarded to the winning team's charity per hole. The team that has won the most money for their charity at the end of four holes will be declared the winner of the Celebrity Challenge.

CELEBRITY CHALLENGE HOLE VALUE BREAKDOWN

Hole No. 10	\$5,000
Hole No. 11	\$6,500
Hole No. 17	\$8,500
Hole No. 18	\$10,000
Total Purse	\$30,000

Ties will result in a carryover of the assigned hole value to the next hole. A tie at the end of four holes will result in a sudden-death chip-off on the 18th green.

SUGGESTIONS:

- Crowd reactions
- Interview celebrities on the putting green before they hit the course and at the conclusion of the event on No. 18 green.
 - Celebrities will be available for media interviews on the putting green from 3 p.m. to 3:45 p.m.
- What’s it like to have super stars battling it out to raise money for your non-profit? Interview charity representatives for their reaction to this impactful event

Ally Community Concert featuring Miranda Lambert

The fun continues Saturday (8/26) evening with the tournament’s sixth annual Ally Community Concert, headlined by country music superstar and 2022 Academy of Country Music (ACM) Entertainer of the Year Miranda Lambert. This special event will take place on the driving range at Warwick Hills Golf & Country Club. Gates open at 5:30 p.m. following the second round of competition at The Ally Challenge presented by McLaren and the Celebrity Challenge.

Powerhouse sister duo Tigirlily Gold will also take the stage on Saturday to kick off the Ally Community Concert, and a drone lights show will cap off the jam-packed day at the conclusion of Miranda Lambert’s performance.

General Admission access to both the Celebrity Shootout and Community Concert are included with the purchase of a Weekly Grounds Ticket or any Saturday Daily Ticket option.

SUGGESTIONS:

- Interview fans during the day on Saturday to capture their excitement to attend the Community Concert
- Engage fans to participate in a “name that song” challenge featuring music from Miranda Lambert.

Complimentary Zehnder’s Chicken & Waffles Breakfast

New this year, The Ally Challenge has teamed up with legendary Zehnder’s of Frankenmuth to enhance the tournament’s annual complimentary Sunday breakfast for all fans onsite from 8:30 – 11 a.m. on August 27th. Come out with family and friends to enjoy Zehnder’s Chicken & Waffles, located between Hole Nos. 9 and 18 green near the Clubhouse to start Championship Sunday off right.

Trophy Presentation and Circle of Champions

The Trophy Presentation celebrates the end of a wonderful week with speeches from the winner, as well the tournament’s title sponsor, and – of course – The Ally Challenge presented by McLaren trophy being officially awarded to the tournament’s new champion.

Closing Ceremony will be held immediately following the conclusion of play on the 18th green.

The Circle of Champions is located adjacent to the first tee box at Warwick Hills. This special monument displays winners of The Ally Challenge presented by McLaren and Buick Open.

SUGGESTIONS:

- Capture footage of the winner being presented with The Ally Challenge presented by McLaren trophy.
- Get fan reaction – capture fan reactions and how they felt about the outcome of the event.
- Talk to local government officials and get reaction on the event and what it has meant/will mean to the region.
- Attend the winning player’s media availability and find out how they plan to celebrate. Interview winner and/or tournament representatives at the Circle of Champions. Capture reaction to the end of the tournament and the history of professional golf at Warwick Hills.

VOLUNTEERS – THE HEARTBEAT OF THE ALLY CHALLENGE PRESENTED BY MCLAREN

The more than 700 people who volunteer their time to The Ally Challenge presented by McLaren are an integral part of the event’s success, both during tournament week and in The Ally Challenge’s ability to support charities. The volunteers support every element of the tournament from tracking statistics, greeting guests and feeding fans to keeping the grounds beautiful throughout the week and much more.

The Ally Challenge presented by McLaren volunteers work hundreds of hours both leading up to and during tournament week. Without their hard work, The Ally Challenge would not be possible, nor would the charity dollars the tournament annually generates.

SUGGESTIONS:

- Be a volunteer for the day – or a few hours! We can arrange for you to experience a variety of jobs as a way to illustrate just what it takes to put on an event of this magnitude.
- Interview the oldest and youngest volunteer at the event
- Interview volunteers that have worked every Ally Challenge since it began in 2018
- Interview a volunteer(s) that worked at the Buick Open

THE ALLY CHALLENGE PRESENTED BY MCLAREN TRIVIA

Give your readers/viewers a chance to test their knowledge about The Ally Challenge presented by McLaren. We can provide a variety of fun facts for you to utilize as a daily “Did You Know?” segment or quiz for prizes or try your own luck against a few fans at the golf course.

THE ALLY CHALLENGE PRESENTED BY MCLAREN FOOD

Throughout tournament week, The Ally Challenge presented by McLaren will feed thousands of people a huge variety of different meals ranging from sandwiches to five-course banquets, and the logistics, planning and attention to detail that goes into catering for the tournament is staggering.

The professionals at Andiamo Catering and Event Management will be providing food service to all on-course concession locations and hospitality venues at The Ally Challenge. Andiamo Catering and Event Management is a full-service catering company and industry leader throughout southeast Michigan.

Warwick Hills Golf and Country Club will cater events and hospitality taking place in the clubhouse.

Food Trucks will also be available throughout tournament week.

SUGGESTIONS:

- Profile the general manager and head chef at Warwick Hills and/or one of the Andiamo chefs or company representatives and get a cooking demonstration/taste test of some of the items that are available to attendees.
- Interview a nutritionist about the importance of diet for the golfers during tournament week.

ON-SITE METEOROLOGIST

A meteorologist is on site this week to assist tournament officials with potentially dangerous weather situations. The meteorologist works with PGA TOUR Champions rules officials to ensure the safety of both players and spectators.

SUGGESTIONS:

- Have your outlet's weather expert talk weather with the TOUR's meteorologist and show the different responsibilities of the on-site weather staff as well as the technology used each week to predict weather and safely evacuate the course, if necessary.
- Orchestrate a head-to-head prediction challenge between the TOUR's weather staff and your news outlet's staff.
- Give fans a "Weather 101" on what they bring to prepare for possible weather situations and how best to react once on site if dangerous weather were to move in.

THE ALLY CHALLENGE PRESENTED BY MCLAREN – WHERE COMPANIES MEET

The Ally Challenge presented by McLaren offers the ultimate setting for business development and networking for local, national and international corporations, and numerous companies will use the event as an opportunity to entertain clients, CEOs and employees from around the world.

SUGGESTIONS:

- Setup an interview with approved executive(s) from Ally Financial and McLaren Health Care to discuss some of the ways they activate their sponsorship and its overall impact.
- Interview executives from local companies who sponsor The Ally Challenge to find out how the tournament is offering the ultimate return on investment. Also, talk with some of their clients/customers who are enjoying the tournament courtesy of these local companies. How does that positively impact their business relationships?
- Talk to local business owners who are tournament vendors, providing much of the equipment and/or manpower needed to make the tournament a success. How much of an impact is this event making on their 2023 revenue? Tournament officials can arrange interviews with appropriate vendors.
- Report on the impact of local hotels, restaurants, golf shops, car rentals and other outlying businesses that benefit from the event. Interview local businesses about the impact of The Ally Challenge, perhaps focusing on some of the local restaurants that host players and their families during the week.
- Highlight how The Ally Challenge presented by McLaren is being leveraged to promote Genesee County and southern Michigan.

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 and follow @allyfinancial.

Assets: \$197 billion

Customers: 11 million

Employees: 11,700

Employees in SE Michigan: 1,500+

Charitable initiatives

- Ally and the Ally Charitable Foundation believe in providing individuals and communities with greater access to vital services, education, and resources that they can use to help improve their economic circumstances and enrich their lives.
- In this spirit, The Ally Challenge philanthropic efforts are focused on key organizations that share our mission of improving the economic mobility of those around us.

Benefiting Charities

- Net proceeds from the tournament will positively impact a wide range of non-profits in this community through United Way of Genesee County.
- The tournament's investment will help support over 18 programs in Genesee County, impacting more than 20,000 individuals through three priority areas: Financial Literacy, Housing and Employment.
- The Ally Challenge raised over \$1.7 million last year for local charities in Southeastern Michigan and beyond.
- Since its inception in 2018, The Ally Challenge presented by McLaren has donated more than \$6.2 million in support of local charities in the greater Flint area and beyond.
- To further this tournament's tradition of giving back, all Pro-Am players will have an opportunity to take a shot at an Ally Truthmark (large a) on 17. For each shot made, Ally will donate \$500 to Genesee County Humane Society.

Ally Chip In for Charity

- Through this initiative, Michigan 501(c)(3) charities can raise donations and Ally will make a matching bonus contribution of 10% of the donations raised.
- Last year, the program welcomed participation from 16 qualified Michigan 501 (c) (3) charities and raised \$1,043,634.

Tickets FORE Charity

- Through a program introduced in 2021, tournament attendees can make a difference by giving back when they purchase a Friday or Sunday Ground Ticket to this year's The Ally Challenge presented by McLaren.

- For every qualifying ticket purchased using a specific charity promo code and scanned onsite on Friday or Sunday, \$10 will be donated to the designated charity. This list of participating charities and promo codes can be found online at www.theallychallenge.com.

Ally Charitable Foundation

- We have committed \$80 million to the Ally Charitable Foundation to deploy grants to support the communities we serve focusing on economic mobility, affordable housing, financial literacy, and workplace preparedness.

Tournament Events

- **August 23** – 9:45-11 a.m. - Ally employees will volunteer at My Brother's Keeper, 101 N Grand Traverse St, Flint, MI 48503
- 12:45-2 p.m. - Ally employees will help build a house for Genesee County Habitat for Humanity at 9046 Genesee Rd, Mount Morris, MI 48458
- Alison Summerville, head of Corporate Citizenship, Ally, will be present at both events to speak with media.
- **August 24** – 11 a.m. - Andrea Brimmer, chief Marketing and Public Relations officer, and Ashlyn Harris, two-time US Women's team World Cup winner and Global Creative Advisor Gotham FC, join the media Footgolf competition
- Noon-2 p.m. – Women of Influence luncheon
- **August 25** – First round of competition
- **August 26** - Second round of competition followed by the Celebrity Challenge and Miranda Lambert at the Community Concert
- **August 27** – Final round of competition followed by the trophy presentation.

Continuous Events

- The Fan Zone will feature many activities, including Ally Footgolf.
- Warwick Hills famed 17th hole will once again be the site of the Ally Fan Lounge enhanced viewing area with fan engagement activities throughout the weekend.

Suggestions:

- Speak with Andrea Brimmer, Chief Marketing and Public Relations Officer, about Ally's commitment to the region and why Ally chose to host The Ally Challenge here at Warwick Hills.
- Speak with Allison Summerville, Business Administration Executive and Head of Corporate Citizenship, about Ally employees volunteerism in the community.
- Check out the activities from Ally at the 17th hole including Ally Footgolf, and The Ally Lounge.

Ally Public Relations Contact:

Cristi Vazquez
248-302-0631

cristianna.vazquez@ally.com

Jorge Avellan
313-805-9074

jorge.avellan@ally.com

MCLAREN HEALTH CARE

About McLaren Health Care

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a \$6.4 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 (plus a location in Ohio), 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.

McLAREN HEALTH CARE

McLaren Health Care is very proud to play a leading role for the sixth year in bringing this premier PGA Tour Champions event to Genesee County and, specifically, to Grand Blanc, MI, the home of our corporate headquarters. The driving force behind McLaren's continued sponsorship is our ongoing commitment to support the communities we serve throughout Michigan, Ohio and Indiana. The Ally Challenge presented by McLaren provides a tremendous platform to align the McLaren brand with an event that generates a wealth of fan enthusiasm, community engagement, economic benefit, and, most importantly, significant charitable dollars that benefit thousands of families in our region. To date, more than \$6.2 million has been raised to serve area residents in need. An additional \$400,000 has been raised for the McLaren Flint Foundation through the McLaren Partner Program.

McLAREN ADAPTIVE GOLF CLINIC

Extending the Game of Golf to Golfers with Physical Disabilities through the McLaren Adaptive Golf Clinic in Partnership with the U.S. Adaptive Golf Alliance and National Amputee Golf Association

Returning for its second year at the Ally Challenge Presented by McLaren is the McLaren Adaptive Golf Clinic on Monday, August 21 from 10 a.m. to Noon. The Clinic is a cooperative effort between McLaren Health Care, the U.S. Adaptive Golf Alliance (USAGA), and the National Amputee Golf Association (NAGA), with support from the PGA Tour, Warwick Country Club and the HNS management team. Steelcase, NBS, Amazon and the McLaren Flint Foundation are also contributing funding for the 2023 event. Nine certified adaptive golf coaches will be on site at the Clinic to work with more than 30 individuals who have some form of physical disability that requires them to use specialized equipment or adaptations to play the game of golf. Building on the growing momentum of adaptive golf on a national level, the McLaren Adaptive Clinic's goal is to provide people with physical disabilities tools and training to enjoy the game. Attendees experience an atmosphere of camaraderie and include McLaren patients and participants identified by NAGA, USAGA, The Disability Network and other organizations. The Clinic accepts people of all ages and skill levels, including beginners.

Adaptive Golf Clinic Overview

- Will provide nine trained adaptive golf coaches for 30+ participants to experience adaptive golf instruction at this event
- Golf Instruction will include introduction to golf, SNAG (Starting New At Golf) the grip, putting, chipping, pitching, & full swing
- All necessary Adaptive golf equipment will be provided
- Participants will rotate stations on the driving and chipping ranges

Among the coaches are:

- **JOHN BELL:** Host of NAGA National Championships. Captain of the Cairns Cup
- **BRYAN BIGOLI:** President of The Michigan Amputee Golf Association
- **CARLOS BROWN:** Director of instruction at Integrity Golf Performance and the Carlos Brown Golf Academy in Dallas, Texas
- **KIM MOORE:** Women's Golf Coach at Western Michigan University and 2022 Champion of the U.S. Women's Adaptive Golf Open
- **TRACY RAMIN:** National Amputee Golf Association (NAGA) Executive Director and Captain of the U.S. ParaGolf team
- **JONATHAN SNYDER:** U.S. Adaptive Golf Alliance (USAGA) Executive Director and 2021 & 2022 North American one arm National Champion
- **DAVE WINDSOR:** GSGA Adaptive Golf Director and widely considered one of the country's foremost experts in teaching adaptive golfers

NOTE: Interviews with Coaches and Participants are Available Pre-and Post-event.

McLAREN PARTNER PROGRAM

Providing Support for Housing, Transportation and Therapy for Hundreds of Patients and Families in Need of Services

McLaren Health Care is presenting the annual McLaren Partner Pro Am Event on Tuesday, August 22. Twenty vendor partners of McLaren have signed on for the opportunity to play with a PGA Tour Champions professional and support the McLaren Flint Foundation as an added benefit. In the past five years, \$300,000 has been donated to the Foundation through this program, with another \$100,000 expected from this year's event.

These funds have impacted thousands of individuals and families by providing such services as:

- Thousands of nights of no or low-cost housing at the McLaren Hospitality House in Flint for families of patients being treated for cancer, stroke and other conditions, as well as patients undergoing proton therapy treatment;
- Transportation for patients undergoing treatment for cancer, neurological and pulmonary conditions through McLaren Flint's Wheels to Wellness Program;
- Art Therapy programs for cancer patients at the Karmanos Cancer Institute in Flint.

McLAREN CHIPPING CHALLENGE

McLaren Health Care will offer golf fans a chance to test their golfing skills as well as learn more about the statewide McLaren system at the McLaren Chipping Challenge located in the Fan Zone near Hole No. 17. Golf fans of all ages can try to chip the ball into designated holes (similar to Skee Ball) along a backdrop of the famed 17th green. The Chipping Challenge will be hosted by McLaren volunteers. Giveaways will be available for golf fans who sink the shot or simply give it a try. The McLaren Chipping Challenge is open during the hours of the Fan Zone, August 25-27.

McLAREN PHYSICIAN ON SITE AS MEDICAL DIRECTOR

Ray Rudoni, M.D., McLaren Emergency Medicine Specialist, is serving as Medical Director for the Ally Challenge Presented by McLaren. He is the official physician contact for the golf professionals at Warwick during the entire week of the tournament and is available to them to evaluate, treat or triage any minor injuries, illnesses or conditions that they may experience.

NOTE: He is available to provide information about golf-related injuries and conditions, treatment and preventive measures to take.

MEDICAL TENT

- McLaren and MedStar are teaming up to provide medical services for fans and golfers who may need medical attention at the course. A medical tent will be located adjacent to the 18th fairway to handle minor situations, with ambulances at the ready to transport to the hospital for more emergent needs.

McLAREN EMPLOYEE ENGAGEMENT

McLaren Health Care makes available to employees across the system two tickets to each day of the tournament to support employee engagement and further charitable giving. A special employee tent on the 17th hole is available for McLaren staff to enjoy the tournament from a popular vantage point.

More than 100 McLaren employees also serve as volunteers at the tournament to support operations and fan engagement.

McLAREN HYDRATION STATION

McLaren will sponsor a hydration station near the fan exit on Saturday evening, providing thousands of bottles of water to support health and wellness.

NOTE: McLaren Health Care interviews on any of the above features or those listed below are available by contacting Laurie Prochazka, VP of Marketing, at 810-625-2152 or laurie.prochazka@mcclaren.org

Along with the above, Laurie Prochazka can also setup interviews with Physical Therapists, Sports Medicine specialists, orthopedic specialists, or dermatologists for stories about preventing golf related injuries, treating golf-related injuries, how to properly “warm up” before a game of golf, and how to avoid excessive sun exposure and steps to take in the prevention of skin cancer.

SUGGESTIONS:

- Interview Coaches and Participants at the second annual McLaren Adaptive Golf Clinic on Tuesday, August 22, from 10 to noon at the Warwick Hills Driving Range.
- Speak with Phil Incarnati, McLaren Health Care President and CEO, about McLaren's commitment to the State of Michigan, its investment in enhancing community benefit and quality of life for Michigan residents, and why McLaren chose to be the presenting sponsor of The Ally Challenge.
- Visit the McLaren Chipping Challenge to try your hand at executing those tricky shots.
- Interview a recreational therapist, physical therapist, orthopedic surgeon or sports medicine specialist about preventing golf related injuries, treating golf-related injuries, and how to properly “warm up” before a game of golf.
- Interview a dermatologist about working in a sport that dictates high sun exposure, and what steps golfers can take to avoid excessive sun exposure and prevent skin cancer.
- Interview Ray Rudoni, M.D., Emergency Medicine Specialist and official “physician contact for the golf professionals at Warwick this week” to learn about the types of injuries, illnesses and conditions that he has treated in the past and that might be expected this year.
- Speak with McLaren leadership about McLaren's growing health care system and its impact on providing the latest advances and clinical innovations to people throughout the State of Michigan, Ohio and Indiana

McLaren Public Relations Contact:

Laurie Prochazka

laurie.prochazka@mcclaren.org

810-625-2152

AUTOGRAPH HUNTING

These days, there is a definite modus operandi to getting your favorite player's signature on whatever item it may be – tournament program, badge, golf ball, your shirt, etc. What's the best way to accomplish the feat? Give your readers/viewers the inside information so they can get their sports hero's autograph.

SUGGESTIONS:

- Search out the best places to get autographs and share those with your readers/viewers.
- Follow a group of energetic young fans to find out their different strategies. What works and what doesn't?
- Follow one particular kiddo and challenge him/her to hunt down autographs from the biggest names in the field.
- Find out from players the strangest thing they've ever been asked to sign.
- Even professional golfers are fans. Who have the players in the field sought out for an autograph?

CHARITABLE IMPACT OF THE ALLY CHALLENGE PRESENTED BY MCLAREN

As an official event of the PGA TOUR Champions, The Ally Challenge presented by McLaren is in good company when it comes to charity. Through the world of golf, the PGA TOUR, backed by its network of volunteers, drives positive impact at unprecedented levels to support and improve local communities. The PGA TOUR and its tournaments have donated more than \$3.2 billion to date to support local organizations.

The Ally Challenge presented by McLaren is proud to continue the PGA TOUR's philanthropic focus by ensuring that one of the primary objectives of the tournament is a genuine, philanthropic vision. To that end, the tournament has established a legacy of giving in southeastern Michigan, including raising more than \$6.2 million for charity in its first five years. The Ally Challenge will continue to positively impact the community in Genesee County and beyond by designating net proceeds from the 2023 tournament to benefit United Way of Genesee County.

ALLY CHARITY CHIP IN

Furthermore, as an extension of the tournament's mission to positively impact non-profit organizations in the greater Flint area, the tournament offers an additional charitable program called the Ally Charity Chip In. This fundraising program gives Michigan 501(c)(3) charities the opportunity to raise additional funds and benefit from the Ally Charity Chip In guaranteed bonus match sponsored by Allu Financial.

Ally Charity Chip In provides a guaranteed 8% match on individual/company donations and 5% on donations raised through events. With the opportunity to increase the bonus match through marketing efforts. The final bonus match will be determined after the conclusion of the tournament in September 2023. No minimum amount must be raised to receive a bonus match. There is a cap on the total bonus funds for the program that will be met on a first-come, first-served basis.

Who is eligible? To qualify each charity and school must be a 501(c)(3) in the state of Michigan where the funds raised would benefit those within said state.

Charity benefits include:

- No risk expenses
- Charities receive 100% of all donations collected
- All administrative costs are handled by The Ally Challenge presented by McLaren
- Additional funds through the matching program

TICKETS FORE CHARITY

Additionally, Tickets FORE Charity provides an opportunity for non-profits participating in Ally Charity Chip In to earn additional dollars for their cause based on attendance during the first and final round of The Ally Challenge.

Each eligible charity will share a promo code with their supporters that can be used when purchasing a FRIDAY AND/OR SUNDAY DAILY TICKET to The Ally Challenge presented by McLaren. For each person that attends the tournament with a designated charity promo code ticket, \$10 will be donated to that organization.

UNITED WAY OF GENESEE COUNTY

United Way of Genesee County (UWGC) has operated in the community for over 97 years providing support to residents of all socioeconomic backgrounds. Focusing on addressing educational outcomes, health access, financial stability and the basic needs of its residents; the UWGC leverages donations from more than 200 workplace campaigns and individual investors to support over 150 programs. Dollars provided through the Ally Challenge will support more than nine agencies throughout Genesee County that are working to remove barriers to employment, increase the financial health of residents and provide families with quality stable housing.

SUGGESTIONS:

- Interview Tournament Coordinator, Rachele Alcini, regarding the charity programs and the impact of The Ally Classic presented by McLaren.
- Interview representatives from United Way of Genesee County
- Interview PGA TOUR Champions Pros about the general impact of charity on PGA TOUR Champions

FIELD OF COMPETITORS

The playing field for The Ally Challenge presented by McLaren includes an elite roster of 78 players, collectively represent 220 PGA TOUR Champions victories, including 19 senior major championship titles. The field also contains seven of the top-10 players in the Charles Schwab Cup ranking, including top-ranked Steve Stricker, the defending champion of The Ally Challenge, and Bernhard Langer, who became the oldest U.S. Senior Open champion (65) and set the record for most PGA TOUR Champions wins (46) with a two-stroke triumph over Stricker in July at SentryWorld in Stevens Point, Wis.

All five champions of The Ally Challenge will be competing in this year's field, Paul Broadhurst (2018), Jerry Kelly (2019), Jim Furyk (2020), Joe Durant (2021), and Steve Stricker (2022). Past winners of the Buick Open will also be well represented this year in Grand Blanc. Nine members of that esteemed fraternity will be competing at Warwick Hills, including Jim Furyk, Kenny Perry, Vijay Singh, Justin Leonard, Scott Verplank, Woody Austin, Billy Mayfair, Rocco Mediate, and Tom Pernice, Jr.

Please visit <https://theallychallenge.com/tournament-info/field-and-pairings> for a complete 2023 field list.

MILITARY APPRECIATION

The Ally Challenge presented by McLaren is excited to offer complimentary admission to the United States Armed Forces (Active Duty, National Guard, Reserve, and Retirees) and veterans for the 2023 tournament!

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.–4:30 p.m.), August 24–27.

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.

SUGGESTIONS:

- Interview military and their families that are attending the tournament
- Profile The Ally Challenge presented by McLaren and how the tournament gives back to the men and women of the Country's armed forces.
- Interviews PGA TOUR Champions players with connections to the military (tournament and PGA TOUR Champions media officials can help facilitate.

GENERAL ON-COURSE INFORMATION

CONCESSIONS

- | | |
|---------------------------------------|--|
| → Next to the 1 st tee box | → Behind the 5 th green |
| → Behind the 9 th green | → Behind the 16 th green |
| → Behind the 17 th green | → In the Fan Zone
(adjacent to Hole No. 17) |

PUBLIC SEATING

Public seating bleachers are available on hole No. 1 tee box

The following public venues are also available:

Miller Lite Beer Garden

Check out the Miller Lite Beer Garden, then relax at the available picnic tables and Adirondack chairs while you watch the action on the 17th hole.

Ally Lounge on 17

The Ally Lounge is located greenside on the famed 17th hole and is open to the public. This venue offers fans a prime place to enjoy the action.

DTE Energy Lawn

This venue is located next to the clubhouse and is open to the public with views of the 9th green and the putting green. Enjoy this relaxing destination with access to full concessions.

Mulligan's Deck

A great place to hang out, enjoy food & beverages with No. 17 as the backdrop. Time to sit back, relax and watch some golf! Featuring: White Claw, Crown RTDs, Soaring Eagle activations

Birdie Time is Miller Time

Fans and pros alike can celebrate birdies Friday through Sunday at the famed 17th hole. Enjoy drink specials, too! Each time a birdie is recorded by a player during official competition, beer is just \$2 for seven minutes and White Claw only \$4. Even better - the time starts over if another birdie is made!

McLaren Public Bleacher

A perfect place to perch player left of the 18th green, all fans are welcome to enjoy the perfect views and watch the action unfold on the closing hole.

GOLF ETIQUETTE

All mobile devices must be put on silent. Remain quiet and stand still when the players are about to hit the ball. For your own safety, stay behind the gallery ropes and obey the Officials and Marshals.

Spectators will be removed immediately without warning for:

- Refusal to obey quiet signs or signals
- Distracting or embarrassing a player
- Making rude, vulgar or other inappropriate comments or gestures toward a player
- Booing or cheering at inappropriate times

Items not allowed on course include (but are not limited to):

- Weapons
- Large bags (small purses are allowed)
- Cameras or video cameras (permitted Monday-Thursday)
- Radios, TVs, signs, banners or ladders
- Outside food and beverage

For a full list please visit www.theallychallenge.com.

Media Contacts

HNS SPORTS GROUP

Thomas P. Sprouse
Director of Communications
E-Mail: tsprouse@hnsports.com
Mobile: 614-519-1873

Ashley Grimmer
Communications Manager
E-Mail: agrimmer@hnsports.com
Mobile: 513-349-3389

PGA TOUR CHAMPIONS

Connor Stange
Specialist, PGA TOUR Champions
Email: connorstange@pgatourhq.com
Mobile: 402-560-3758

Doug Milne
Senior Manager
Email: dougmilne@pgatourhq.com
Mobile: 904-614-0657

###