

Longtime Detroit Lions Kicker Jason Hanson teamed with Ally to surprise kids with school supplies

Detroit-area kids played on Ford Field while learning about leadership and "kicking off" the school year

DETROIT, Aug. 12, 2017 -- Ally Financial, a leading digital financial services company, teamed up with Big Brothers Big Sisters of Metropolitan Detroit and Detroit PAL to give 50 local kids the opportunity to play at Ford Field on Saturday, Aug. 12 while also sharpening their leadership skills and preparing to go back to school.

Lions Legend Jason Hanson, former Detroit Lions kicker, surprised the children, who did not know any players would attend the event. He worked on kicking skills with the kids.

The event was part of Ally's commitment to furthering education in the Detroit community. Before taking to the field to work on catching, throwing and kicking drills, the kids participated in a leadership workshop presented by Detroit Lions Director of Football Education Chris Fritzsching. Ally then donated backpacks, notebooks, and other school supplies to the children, along with books that teach kids about money. Ally also gave each child who attended the event two tickets to a Lions preseason game.

"We're fully committed to supporting education and the community. As a Detroit-based company, we want to see our kids flourish and grow to be leaders who help make our city even greater," said Jacqueline Howard, Senior Director, Corporate Citizenship. "We're proud to give these children the chance to play on Ford Field, learn about leadership and get a head start on the school year."

Jeannine Gant, CEO and President Big Brothers Big Sisters of Metropolitan Detroit, said the children were thrilled with the opportunity. "Many of them never get the chance to attend a game at Ford Field, much less play on the field. Ally is providing them with an unforgettable experience and giving them supplies they need to get the school year off to a great start. We applaud their commitment to the city and to our children."

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company and a top 25 U.S. financial holding company offering financial products for consumers, businesses, automotive dealers and corporate clients. Ally's legacy dates back to 1919, and the company was redesigned in 2009 with a distinctive brand, innovative approach and relentless focus on its customers. Ally has an award-winning online bank (Ally Bank Member FDIC and Equal Housing Lender), one of the largest full service auto finance operations in the country, a complementary auto-focused insurance business, a growing digital wealth management and online brokerage platform, and a trusted corporate finance business offering capital for equity sponsors and middle-market companies.

The company had approximately \$164.3 billion in assets as of June 30, 2017. For more information, visit the Ally press room at <https://media.ally.com> or follow Ally on Twitter: @AllyFinancial.

About Big Brothers Big Sisters of Metropolitan Detroit

With over forty years of service locally in the metropolitan Detroit community, Big Brothers Big Sisters maintains a stellar reputation of recruiting exemplary citizens to share positive experiences with youth throughout Wayne, Oakland and Macomb counties. In our community, many children grow up without the support of a mentor. Parents and caregivers work hard to provide for their children, but they are often too stretched to give undivided attention, unique learning opportunities, or new perspectives. When children have a mentor in their lives, research shows they are likely to improve or maintain their grades, and avoid risky behaviors like smoking, drinking and drug use. For more information of how to sign up, call 313-309-0500 or visit our website at www.bbbsdetroit.org.


About Detroit PAL

Detroit PAL is a nonprofit organization positively impacting the lives of over 13,000 children each year through athletic, academic and leadership development programs with roots dating back to 1969. Detroit PAL empowers the community by training volunteer coaches and creating safe places for kids to play. Each year, Detroit PAL teaches nearly 1,700 caring community members how to be encouraging and effective mentors. For more information, please visit www.detroitpal.org.

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