Ally opens ‘Daring to Disrupt’ competition to help empower women entrepreneurs

Business pitch contest opens today and runs through May 31

Ten finalists will receive a total of $57,000 in cash prizes to support business growth

Judges include award-winning journalist Katie Couric, Ally CMO Andrea Brimmer, among others

DETROIT, May 19, 2021 – Today, Ally Financial Inc. (NYSE: ALLY) kicks off the Daring to Disrupt contest, a new program to elevate and advance women’s entrepreneurship. The contest is an extension of the Daring to Disrupt content series, a collaboration between Ally and Katie Couric Media that spotlights inspirational women reimagining the future of business. Business owners whose ideas are disrupting their industries, challenging the status quo, and empowering women entrepreneurs are invited to enter the contest for a chance to win up to $30,000.

“Throughout my career, I’ve had the privilege to meet, work alongside, and be inspired by so many incredible women–both entrepreneurs following their passion and executives leading world-class companies. The power of their creativity and drive is unmatched,” said Andrea Brimmer, chief marketing and public relations officer, Ally Financial. “We created this contest to help jumpstart the journeys of more women who are ready to make their mark and deliver the kind of innovative solutions our economy and society need.”

Between now and May 31, individuals can submit a video via their Instagram feeds explaining their unique business idea and how they would use the prize money. Entries will be judged on innovation, disruption in their industry, how their business or idea empowers and supports women entrepreneurs, and clarity of concept, among other criteria. In addition to Brimmer, the panel of judges includes award-winning journalist and New York Times best-selling author, Katie Couric, founder and CEO of Harlem’s Fashion Row and co-founder of the Great Girlfriends podcast series, Brandice Daniel, and serial entrepreneur and founder of Sprout Pharmaceuticals and The Pink Ceiling, Cindy Eckert.

“What’s special about this contest is that it’s open to all entrepreneurs, regardless of their business's development stage,” said Couric. “Whether it’s a first-of-its-kind idea that needs capital to get off the ground or a bold, new growth strategy for an existing business, I’m looking forward to hearing from individuals who are pushing the boundaries in their industry.”

To learn more about Ally’s Daring to Disrupt contest, please visit daringtodisruptcontest.com.

Entry Details and Prizes
Contestants must enter on their Instagram feeds, follow @ally, tag @ally in their video submission, and use the hashtags #daringtodisrupt and #contest in the caption of their post. Contest ends at 11:59:59 p.m. ET on May 31, 2021. Open to legal residents of the fifty (50) United States and District of Columbia who are at least 18 years old at time of entry. Void where prohibited or restricted by law. One (1) Grand Prize valued at $30,000, two (2) First Prize valued at $10,000 each, and seven (7) Second Prizes valued at $1,000 each will be awarded. For complete details and entry instructions, see Official Rules.

About Katie Couric Media
Founded by iconic journalist Katie Couric, *Katie Couric Media* creates high-quality content in collaboration with purpose-driven brands that sparks curiosity, elevates conversation, inspires action and moves the world forward. *Katie Couric Media* produces a newsletter, *Wake-Up Call*; podcast, *Next Question*; original video, including short-form digital series such as *#SeeHer Story*, *The Bright Side*, *TIME Reports with Katie Couric, Daring to Disrupt* and *Thank You Notes*; as well as documentaries and scripted series.

About Ally Financial Inc.
Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company with $181.9 billion in assets as of March 31, 2021. As a customer-centric company with passionate customer service and innovative financial solutions, we are relentlessly focused on "Doing it Right" and being a trusted financial-services provider to our consumer, commercial, and corporate customers. We are one of the largest full-service automotive-finance operations in the country and offer a wide range of financial services and insurance products to automotive dealerships and consumers. Our award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage lending, personal lending, and a variety of deposit and other banking products, including savings, money-market, and checking accounts, certificates of deposit (CDs), and individual retirement accounts (IRAs). Additionally, we offer securities-brokerage and investment-advisory services through Ally Invest. Our robust corporate finance business offers capital for equity sponsors and middle-market companies.

For more information and disclosures about Ally, visithttps://www.ally.com/#disclosures.

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Contact:

Cristi Vazquez
Ally Financial
cristianna.vazquez@ally.com

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