# Ally, Detroit City FC and Detroit Public Schools Community District announce new indoor league, expanding soccer access for Detroit's youth

**Detroit, Mich., October 19, 2021 –** Ally, Detroit City Football Club (DCFC) and Detroit Public Schools Community District (DPSCD) have launched a new DPSCD Indoor Soccer League for DPSCD youth. Following a tumultuous year where many extra-curricular activities had to be cancelled, DPSCD is recognizing soccer as an official, funded sport– and Ally is helping to make the sport accessible.

"Sports can be a powerful way to bring people together, and we are excited to cultivate the camaraderie and allyship that comes with playing soccer for students here in Detroit," said Andrea Brimmer, chief marketing and public relations officer at Ally. "As a Detroit company with a long history in this city and growing presence in soccer locally and nationally, this relationship deepens our support for soccer where it often begins -- at the grassroots level."

The launch of the DPSCD Indoor Soccer League is the latest in a series of joint community initiatives following DCFC's announcement of its multi-year deal with Ally, as the official financial services sponsor of the Club. Through Ally's title sponsorship, all DPSCD Indoor Soccer League fees will be subsidized for players and their families, expanding access to year-round soccer for underserved youth in the city. The league will play every Sunday from Nov. 14, 2021 to Feb. 27, 2022 with approximately 150 participating student athletes.

"I'm extremely excited to be working with Ally Financial and DCFC. Ally has been investing in students in Detroit for years, and I can't thank them enough for investing in Detroit Public School Community District student athletes," said Jay Alexander, Executive Director, Detroit Public Schools Community District Office of Athletics. "As part of DPSCD's 'Whole Child Commitment' our pledge i athletics is to grow and give students opportunities to go to college and participate in sports. With Ally's support and DCFC tutelage I'm confident that DPSCD student athletes will have every opportunity to succeed in soccer. Thank you Ally for what you do for the children in the City."

Extending beyond sports, Ally will also be hosting financial education courses for participants during the league programming to hel address low financial literacy rates among young people[1].

"We are grateful to Ally for recognizing groundbreaking ways to support our Detroit community. As an integral partner to DCFC, Ally's commitment is significant and continues to surpass expectations," said TJ Winfrey, chief of partnerships at DCFC. "In additior to soccer, the value of financial literacy resources for our young people cannot be overstated. We are excited to work with the Detroit Public Schools Community District on the growth of the soccer infrastructure in our public schools. The DPSCD Indoor Soccer League is the result of our shared mission to build our Detroit community with an eye towards the future."

**About Ally Financial Inc.**
Ally Financial Inc. (NYSE: ALLY) is a digital financial services company committed to its promise to "Do It Right" for its consumer, commercial and corporate customers. Ally is composed of an industry-leading independent auto finance and insurance operation, an award-winning digital direct bank (Ally Bank, Member FDIC and Equal Housing Lender, which offers mortgage lending, point-of-sale personal lending, and a variety of deposit and other banking products), a corporate finance business for equity sponsors and middle-market companies, and securities brokerage and investment advisory services. A relentless ally for all things money, Ally helps people save well and earn well, so they can spend for what matters. For more information, please visit www.ally.com and follow @allyfinancial.

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

**About Detroit City FC**
Founded in 2012, Detroit City FC has established itself as one of the most talked about soccer teams in North America. The club's motto, Passion for Our City, Passion for the Game, evokes the three ideas the grassroots organization was built upon: to satisfy the demand for soccer in Detroit, represent the city in a positive light, and build community through the beautiful game. Learn more at detcityfc.com. Detroit City FC claimed Detroit's first professional sports title since 2008 with its 2020 NISA Fall Championship. After launching the women's side this past year, Le Rouge is set to kick off development teams in 2021, which will highlight top players from its youth system of over 2000 kids.

**About Detroit Public Schools Community District**
Detroit Public Schools Community District (DPSCD) is Michigan's largest public education system. It is governed by a locally elected, seven-member board with Dr. Nikolai Vitti serving as superintendent. The District's mission is to provide every student with a beneficial and rightful educational experience, preparing students to be career and college ready, and qualified to compete in the

global market. The District has more than 100 schools and educates 51,000 children. For more information, visit detroitk12.org and follow @detroitk12 on Twitter, Facebook, and Instagram.

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[1] https://www.usfinancialcapability.org/downloads/NFCS_2018_Report_Natl_Findings.pdf

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https://media.ally.com/2021-10-19-Ally,-Detroit-City-FC-and-Detroit-Public-Schools-Community-District-announce-new-indoor-league,-expanding-soccer-access-for-Detroits-youth