Ally steps up as first official partner of the NWSLPA, on heels of inaugural CBA

League sponsor commits incremental time and resources to ignite player emergency fund, address player needs

DETROIT, Feb. 3, 2022 /PRNewswire/ -- Nearly a year into Ally's sponsorship of the National Women's Soccer League (NWSL), and on the heels of a monumental collective bargaining agreement (CBA) between the NWSL and the National Women's Soccer League Players Association (NWSLPA), the digital financial services company and the NWSLPA today announced Ally is expandin its support for women's soccer and its athletes by becoming the first official partner of the NWSLPA.

To kick off the relationship, Ally made a substantial contribution to the recently established Support the Players NET. To further its impact, Ally will launch a social campaign in the coming weeks to increase awareness of the fund and will match incoming donations up to $25,000 to help the Association hit its first quarter goal. The fund was created to meet the needs of current and former NWSL players in crisis situations and to assist with financial hardships.

"Working to bridge economic, racial and gender gaps to help individuals pursue their dreams is part of the fabric of Ally," said Andrea Brimmer, chief marketing and public relations officer at Ally. "This relationship will not only help elevate the profile of the Players Association as it strives to achieve its goals, but also provide significant support to the players themselves as they push forward and continue to break barriers."

Established in May 2017, the NWSLPA is the labor union that represents all NWSL players. With Ally's funding, the NWSLPA has already added to its staff, increasing its ability to support more than 250 players. The additional staff helps the NWSLPA further its progress in improving professional standards, player safety, pay and benefits, as well as broadening access to opportunities and resources for players on and off the field.

"Ally's support for the NWSLPA at this moment in time is vital to the sustainability and longevity of players' careers, which is linked to the growth of the league," said Meghann Burke, executive director of the NWSLPA. "Partnering with Ally is a perfect synergy of missions, and we've already made a lot of progress. The ability to expand our team will deepen our impact with Ally's support."

About NWSLPA
The NWSL Players Association is the labor union that represents Players in the National Women's Soccer League. It was founded in May of 2017 and represents all Players who are employed by and sign Standard Player Agreements with the NWSL.

About Ally Financial
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 consumer credit card business, 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, visit https://www.ally.com/#disclosures.

For further images and news on Ally, please visit http://media.ally.com.

Contacts:
Ally
Justin Nicolette
justin.nicolette@ally.com
704-301-4544

NWSLPA
Meghann Burke
meghann.burke@nwslplayers.com
828-423-3790

SOURCE Ally Financial

https://media.ally.com/2022-02-03-Ally-steps-up-as-first-official-partner-of-the-NWSLPA,-on-heels-of-inaugural-CBA