

MediaRoom

Farmers(R) Helps Students Fulfill Their Big Dreams Company announces scholarship recipients at United Negro College Fund Walk for Education

PRNewswire

Farmers Insurance Group of Companies has committed to be a sponsor again this year of the 2008 United Negro College Fund (UNCF) Los Angeles Walk for Education. The event attracts more than 3000 walkers and supporters including Farmers, supporters of the UNCF, corporations, churches, community-based organizations and other volunteers. The Walk for Education is a very family-oriented event full of entertainment, celebrities, great food, and recreation. The Walk for Education will take place this year in beautiful Exposition Park, Saturday, May 17 at 8:30 a.m. On-site registration will be from 7:00 - 8:30 a.m.

Local Farmers agents will be providing product information and giveaways. Farmers will also announce the winners of the Farmers Insurance Group(R) UNCF National Scholarship Awards. These three \$1500 scholarships are awarded to deserving sophomores, juniors and/or seniors from any state attending one of the 39 UNCF member institutions or other historically black colleges or universities (HBCUs) to help continue his or her education. These three winners will also be recognized at the Farmers Insurance Group Angel City Classic in September at Los Angeles Memorial Coliseum.

"Farmers is proud to be a sponsor of the 2008 (UNCF)," noted Faye W. McClure, Vice President of Strategic Marketing, Farmers Insurance Group. "What better way to bring attention to the importance of education today than to see thousands of supporters with their families walking for education. We congratulate the Farmers scholarship winners and are very pleased that the scholarship money will be used to help these deserving students complete their college education."

For more information on the walk or to sign up for a team -- just visit <http://give.uncf.org/lawalk>

All proceeds from the UNCF Los Angeles Walk for Education will benefit UNCF's 39 member institutions and deserving students at UNCF schools and 900 schools across the nation.

To learn more about other scholarship programs Farmers provides through our UNCF partner visit <http://www.uncf.org/forstudents/onlinescholarships.asp> Application period for the 2007-2008 school year begins August 1, 2008.

About UNCF

The United Negro College Fund (UNCF) -- with 39 member colleges and universities, is America's oldest, largest, most successful and most comprehensive minority higher education assistance organization. Today's UNCF students are attending college at a time when higher education is becoming less affordable. More than 90% of UNCF students need some form of financial aid. Most UNCF students come from disadvantaged families; 60% have family income of less than \$30,000 and 60% are the first in their families to attend college.

About Farmers Insurance

Farmers Group, Inc. is a wholly owned subsidiary of Zurich Financial Services, an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets. Farmers(R) is the nation's third-largest Personal Lines Property & Casualty insurance group. Headquartered in Los Angeles and doing business in 41 states, the insurers comprising the Farmers Insurance Group of Companies provide Homeowners, Auto, Business, Life

insurance and financial services to more than 10 million households. For more information about Farmers, visit our Web site at <http://www.farmers.com/>.

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