MediaRoom

Farmers Insurance Group(R) Raises More Than $3.2 Million in a Single Day for the March of Dimes

PRNewswire

For the second consecutive year, Farmers Insurance Group(R) agents, district managers, and employees have shattered the single-day fundraising record in March of Dimes history -- raising more than $3.2 million on Tuesday, June 3. The Farmers Insurance team all across the country held fundraisers and other events to best last year's total, which was the March of Dimes single-day record, of more than $2.7 million.

(Logo: http://www.newscom.com/cgi-bin/prnh/20080605/LATH062)

June 3 was the March of Dimes designated "Be a Hero for Babies Day." It's the third year Farmers Insurance has called on everyday people to become a "hero" for healthy babies.

"Once again Farmers Insurance agents and employees delivered on behalf of healthy babies all across this country," said Robert Woudstra, President and Chief Operating Officer, Farmers Insurance Group. "We keep setting the bar higher each year and I'm proud we've been able to once again break the March of Dimes' single day fundraising record. The Farmers team will continue its efforts to get all babies back where they belong -- healthy and strong."

Farmers' agents and employees hosted a variety of events to raise money for this event from flipping burgers and barbeque to rolling strikes in bowling tournaments. One agent walked 24 straight hours on a treadmill while other agents chained themselves to port-a-potties to raise money for the March of Dimes.

During the day on Tuesday, the Farmers team across the country called in their fundraising efforts to the home office in Los Angeles, where the results were tabulated, similar to a telethon. Farmers' employees then rallied together to hear the final results announced. The March of Dimes 2008 National Ambassador Catharine Aboulhouda and her mother Susan joined the spirited celebration. Catharine was born 16 weeks early and weighed just 1 pound, 10 ounces and measured only 12 inches long. Today, she is a healthy five-year-old.

"On behalf of the babies and families who will benefit from your compassion and commitment, the March of Dimes wants to thank everyone who met the challenge of 'Be a Hero for Babies Day' and made it a success," said Dr. Jennifer L. Howse, president of the March of Dimes. "Farmers agents and their supporters are all heroes for the more than half million babies born too soon and we thank them for their generosity."

Since 2005, Farmers Insurance Group has been one of the top contributors to the March of Dimes.

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003 launched a campaign to address the increasing rate of premature birth. For more information, visit the March of Dimes Web site at marchofdimes.com or its Spanish language Web site at nacersano.org.

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. Property and casualty products are underwritten and issued by the Farmers Exchanges and their subsidiaries, which Farmers Group, Inc. manages but does not own. Headquartered in Los Angeles and doing business in 41 states, the Farmers insurers 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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