MediaRoom

Local District Manager Realizes Long-Time Dream; Will Appear in 2009 Rose Parade on New Year's Day

PRNewswire

Local Farmers district manager, David Rodriguez of Corpus Christi, will realize his long-time dream on New Year's day when he rides on the Farmers Insurance float, "Family Outing," during the 120th annual Tournament of Roses parade in Pasadena, California.

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

"I still can't believe I'm going," said Rodriguez. "My family and I have been talking about going out to California to see the parade in Pasadena for years. I never thought that my first time watching in person would actually be as a participant."

Rodriguez was selected by Farmers to represent over 500 district managers across the country for raising more than $30,000 on behalf of the March of Dimes. Farmers is one of the biggest contributors to the March of Dimes, which is dedicated to improving the health of babies by preventing birth defects, premature birth and infant mortality.

"I never expected anything for doing something that I truly believe in. I know many people, including my own twins who were born premature, who have benefitted from the work of the March of Dimes," said Rodriguez.

With his team of local agents, Rodriguez organized a golf tournament with over 150 participants that helped raise over $26,000 in one day for premature babies, more than three times the amount raised the previous year. Planning for next year's tournament has already begun with Rodriguez and his team expected to break this year's fundraising record.

During the parade, Rodriguez will be seated in a 1925 Cadillac Phaeton that will be showcased in the Farmers' 50th float entry in the parade. The classic car is identical to the first vehicle insured by Farmers 80 years ago, and is one of the very few left in the world.

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