

MediaRoom

## Farmers Insurance Helps Rose Parade(R) Bands Drum Up Donations **Money raised will help high school bands travel to Rose Parade**

PRNewswire

Farmers Insurance Group of Companies, the Official Supporter of the Rose Parade bands, is helping cover the travel expenses of the 11 high school bands selected to perform in the 2010 Rose Parade by giving each band \$500 dollars towards their fundraising efforts.

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

"This is a 'high note' for all of us at Farmers," said Kevin Kelso, Executive Vice President and Chief Marketing Officer for Farmers Insurance. "We want to do everything we can to help support these talented kids as they prepare for this once-in-a-lifetime opportunity."

"Farmers has made a year-long commitment to the Rose Parade Bands. Speaking for our agents, district managers and employees, we are all excited about the opportunity to help these young musicians and their directors experience the thrill of marching in the premiere parade of them all, the Tournament of Roses(R)," noted Robert Woudstra, Farmers Chief Executive Officer.

"This year's Tournament of Roses theme is '2010: A Cut Above the Rest' and by stepping up to support these high school bands, Farmers is proving it really is a cut above the rest," said Gary DiSano, 2010 president of the Tournament of Roses. "As much as this is an honor for these bands, it can also be a financial burden to pay for the expenses. Farmers' commitment will kick-start the fund-raising efforts for many of these bands."

Farmers Insurance is the Official Sponsor of the Tournament of Roses Parade bands. This is the 51st year Farmers has been involved with the Rose Parade. In 2009, the Farmers float proudly won the Craftsman trophy for Outstanding Showmanship.

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, 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 [www.farmers.com](http://www.farmers.com).

First Call Analyst:

FCMN Contact:

Photo: <http://www.newscom.com/cgi-bin/prnh/20080605/LATH062>  
<http://photoarchive.ap.org/>

PRN Photo Desk, [photodesk@prnewswire.com](mailto:photodesk@prnewswire.com)

SOURCE: Farmers Insurance Group

CONTACT: Jerry Davies of Farmers Insurance Group, +1-213-400-4459,  
[jerry.davies@farmersinsurance.com](mailto:jerry.davies@farmersinsurance.com)

Web Site: <http://www.farmersinsurance.com/>

---

<https://newsroom.farmers.com/2009-02-09-Farmers-Insurance-Helps-Rose-Parade-R-Bands-Drum-Up-Donations>