

MediaRoom

Farmers Insurance Joins March of Dimes March for Babies April 25, 2009 At Los Angeles Exposition Park

PRNewswire

March for Babies is the March of Dimes premier fundraising event that benefits all babies--those born healthy and those who need help to survive and thrive. 11,000 walkers are expected at this largest March for Babies event in the Los Angeles area. The location is Exposition Park, at the corner of S. Figueroa and 39th St., Los Angeles, CA this Saturday, April 25.

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

"We are looking for 500 Farmers Executives, agents and employees to participate in the three mile March for Babies beginning at 8:30 a.m.," notes Farmers Insurance Executive Vice President and Chief Marketing Officer Kevin Kelso. "Anyone wishing to sign up and join the Farmers group can do so by stopping by any Farmers Insurance agent's office."

Mr. Kelso will present a Farmers' Check to the March of Dimes prior to the start of the walk during the 8:00 a.m. opening ceremonies.

MEDIA: A special parking area is planned for all media attending. Please call Sara Hyde or Jerry Davies to arrange coverage and/or interviews.

SPECIAL GUESTS INCLUDE:

- Sherri Shepherd - Co-host, "The View"
- Kevin Kelso, Executive Vice President, Farmers Group, Inc.
- Jay Gellert, March for Babies Chair and Chief Executive Officer, Health Net Inc

- Camille Winbush, star of "Secret Life of an American Teenager"

About March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies. For the latest resources and information, visit marchofdimes.com or 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, Farmers Insurance provides homeowners, auto, business, life insurance, specialty products insurance and financial services to more than 10 million households. For more information about Farmers, visit our Web site at www.farmers.com

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SOURCE: Farmers Group, Inc.

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

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