

Farmers Insurance Annual Challenge: Be a Hero for Babies Day(SM)

Farmers Insurance teams with March of Dimes in a one-day fund-raiser for stronger, healthier babies

PRNewswire

For the fourth consecutive year, Farmers Insurance agents and employees nationwide will hold "Be a Hero for Babies Day" on July 22, 2009, aiming to raise more than \$2 million for March of Dimes research and education programs to help moms have full term pregnancies and healthy babies.

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

"Be a Hero for Babies Day shows a commitment by Farmers district managers, agents and employees across the country to help the March of Dimes improve the health of babies," said Robert Woudstra, CEO of Farmers Insurance. "It's our goal to make a difference in our communities, especially for its smallest citizens." And once again, Farmers will match all donations up to \$250,000 made on marchofdimes.com/farmers.

Today, 1 in 8 babies is born too soon, and through activities such as car washes, golf outings, pancake breakfasts and pie throwing contests, Farmers is doing its part to build a brighter future for all families.

For example, in Tacoma, Washington Farmers agent Steven Frank has enlisted the help of nearly 100 artists to create collectible, original sketches of licensed comic book characters. The art is being auctioned off online and through comic book dealers nationwide. Sketchcards featuring art based upon "The Greatest American Hero" go on sale beginning July 15. To purchase cards, visit <http://5finity.blogspot.com/>.

"I challenge everyone to visit marchofdimes.com/farmers or their local Farmers agent to make a donation to help raise urgently needed funds for March of Dimes research that will save babies' lives and for programs that provide information and comfort to families with a baby in newborn intensive care," said Dr. Jennifer L. Howse, president of the March of Dimes. "Farmers has an outstanding record of volunteer service, contributing time, energy, talent and financial resources to helping babies. We thank them for being a 'Hero for Babies' and supporting the important work of the March of Dimes. And we're especially grateful for the Farmers match, which effectively doubles every donation made up to \$250,000."

As the nation's third-largest personal property and casualty insurance group, Farmers is committed to improving the communities where its customers, agents and employees live and work. The Farmers commitment to the March of Dimes spans more than two decades and includes raising and dedicating more than \$25 million to research and education programs for infant health.

About The 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 by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit marchofdimes.com or nacersano.org.

About Farmers

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 www.farmers.com.

Contacts: Jerry Davies, Farmers Insurance Group
323-932-3662,
jerry.davies@farmersinsurance.com

OR

Todd Dezen, March of Dimes
914-997-4608,
tdezen@marchofdimes.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

SOURCE: Farmers Insurance

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

<https://newsroom.farmers.com/2009-07-06-Farmers-Insurance-Annual-Challenge-Be-a-Hero-for-Babies-Day-SM>