

MediaRoom

Farmers Insurance Celebrates March of Dimes One-Day National Fundraiser This Wednesday Begins at home office at 5:00 A.M.,--FARMERS EXTRAORDINAIR(SM) Hot Air Balloon will be on site at 7:30 A.M. offering tethered rides

PRNewswire

Just two days remain before Farmers State Executives, joined by thousands of Farmers Insurance agents, district managers and employees in cities across America, start calling in to Farmers home office with pledges for the March of Dimes. It's a ONE-DAY marathon and the goal is to raise more than \$2 million dollars by the end of the day.

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

WHAT: Farmers Insurance One-Day Telethon for the March of Dimes

WHERE: Farmers Insurance Building, 6th Floor and East Parking Lot
4680 Wilshire Boulevard, Los Angeles, CA 90010

WHEN: Begins at 5:00 a.m. with call-ins from Farmers offices across the country; 7:30 a.m. Hot Air Balloon rides and at 11:00 a.m., rally in East Parking lot to announce the final tally.

WHO: Farmers CEO Robert Woudstra, Jennifer Howse, president and CEO of the March of Dimes; Farmers executives and special March of Dimes families.

Please contact Jerry Davies to join the telethon, conduct interviews or for further information about Farmers "Be a Hero For Babies Day." 1-213-400-4459

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SOURCE: Farmers Group, Inc.

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

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