

Farmers Insurance Sponsors Unprecedented Door-to-Door Fire Preparedness Campaign 'Before the Threat' for San Diego County Residents

Farmers Mobile Claims Center Bus will be at 'Before the Threat' Kick-Off July 25

PRNewswire

Farmers Insurance Group of Companies is joining with San Diego County Fire Chiefs Association, Office of Emergency Services and Volunteer San Diego to sponsor a public/private partnership to launch a massive, regional and unified wildfire prevention and preparedness effort called "Before the Threat 2009."

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

"On July 25, 2009 at 10:00 a.m., at Qualcomm Stadium in San Diego, we will kick-off an unprecedented fire prevention program for San Diego County residents," explained Robert Woudstra, Farmers Insurance CEO. "More than 260 Farmers employees, district managers and agents will join Fire Chiefs and firefighters from San Diego County's 65 fire districts, San Diego County Office of Emergency Services, County and City government officials and volunteers from Volunteer San Diego to begin delivery of a fire prevention packet of information including a DVD to 400,000 residents in San Diego --- door-to-door."

"Teams of First Responders from 65 fire agencies will be joined by an army of at least 3,000 volunteers from all walks of San Diego County to distribute the information," explained Augie Ghio, Fire Chief of the San Miguel Fire District and President of the San Diego County Fire Chiefs Association.

"A continued drought, thousands of acres of aged unburned brush throughout the County, and Santa Ana winds should put all San Diego County residents on high alert. These unprecedented conditions demand an unprecedented effort," noted Chief Ghio.

"Farmers thanks all San Diego Fire Chiefs, firefighters and volunteers who will participate in this first-ever fire prevention program. We are proud to be a part of a team effort that will help residents throughout the county be better prepared to protect their families and their properties against the ravages of fire," Woudstra added. "The DVD is in English with Spanish sub-titles and shows homeowners how to clear brush, explains proper building and landscaping, explains insurance coverage, how to inventory your home, and how to prepare an evacuation route for your family."

"A fire safe community begins at the individual level with every homeowner assessing their property risk and creating defensible space. An individual's efforts can influence his or her neighbors and take the preparedness concept to the community and regional level which is our ultimate objective with the Before the Threat public awareness campaign," said Ron Lane, Director of the San Diego County Office of Emergency Services. "Prepared individual residents will make a difference in the safety of their families and could mitigate potential damages to their property."

"Farmers Insurance is proud to be a supporter of the San Diego County Office of Emergency Services and the San Diego County Fire Chiefs Association," said Steve Feely, Farmers Senior Vice President of State Operations and a San Diego resident. "We know this program will save lives and property in San Diego County and working together, we can all make a difference."

WHEN: July 25, 2009 10:00 a.m.

WHERE: Qualcomm Stadium
San Diego CA

WHO: Farmers Group, Inc., Chief Executive Officer Robert Woudstra
Stephen J. Feely, Farmers Senior Vice President, State Operations
Augie Ghio, President of the San Diego County Fire Chiefs Association
Ron Lane, Director of the Office of Emergency Services
Charles Dabelgott, California Southern State Executive Director of the Farmers Insurance Group
Sue Carter, Executive Director of Volunteer San Diego

WHAT: A Farmers Mobile Claims Center Bus will be at Qualcomm Stadium. The Mobile Catastrophe buses are equipped with state-of-the-art satellite communications equipment; claims stations; water, supplies; laptop, satellite telephone capability; and have a built in grill to serve meals to Farmers' customers and others in need.

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