

## Farmers Insurance Float Honoring Marching Bands to Lead 2010 Rose Parade

PRNewswire

Farmers Insurance Group of Companies® is proud to announce that its float will lead the Jan. 1, 2010, Pasadena Tournament of Roses Parade.

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

This year's Farmers float will pay tribute to the parade's marching bands.

"We are celebrating our 51st year as a Rose Parade participant, and this year we are honoring the bands that come from all over America to participate in the parade," explained Robert Woudstra, Farmers CEO.

Titled "Salute to the Bands," the Farmers Insurance float features a 60-foot tall animated bugler dressed in marching band attire. The colorful float will be surrounded by the "Farmers Insurance Band" -- members of the Riverside Community College Marching Band who will also perform as part of the worldwide-televised opening ceremony.

"A year ago Farmers expanded its role as Official Insurance Sponsor of the Tournament of Roses Parade to also become the 'Official Supporter of Rose Parade Bands,'" Mr. Woudstra continued. "Farmers agents, district managers and employees from across the country have helped bands raise money to offset their travel expenses to Pasadena. They have helped these worthy bands make their dream of participating in America's premier New Years Day parade come true."

"The Salute to the Bands float will be a very public statement about Farmers' enthusiasm for Rose Parade bands, and the design team is working hard to make it spectacular," noted Doug Onyon, Farmers Vice President of Corporate Communications. "Six people will be riding on the float, including 2009 Agent of the Year Al Candos, Orland Park, Ill., and District Manager of the Year James Hawkins, Belmont, Calif. Also onboard will be Farmers' top 2009 fundraisers for the March of Dimes: agent Jimmy Gary, Arlington, Texas; district manager Dan Siegfried, Johnston, Iowa; senior auditor Cathy Guevara, Oklahoma City, Okla., and state executive director of the top fundraising state -- Arizona's Frank Soldano."

About the Farmers float -- 'Salute to the Bands'

The vibrant red jacket of the band uniform will be covered with whole red carnations. The uniform trim will be created by yellow strawflower and gold clover seed. The brass bugle will be accented by clover seed, everlasting, flax seed, silverleaf, ground lentil and blue statice. A variety of materials will be used on the base of the float to create floral depictions of streamers, confetti bits and bright red roses.

The float was designed and built by Phoenix Decorating Co. of Pasadena. Phoenix Decorating is the largest builder of Rose Parade floats and is supplying 19 floats for the 2010 parade. Salute to the Bands stands 60 feet tall but lowers to less than 16.5 feet in order to fit beneath a freeway underpass near the end of the parade route.

Anyone wanting a rendering of the float, please contact Jerry Davies--see masthead for address and phone.

The 121st Pasadena Tournament of Roses Parade, themed 2010: A Cut Above The Rest, will take place Friday, Jan. 1, 2010, at 8:00 a.m. (Pacific).

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit our Web site at [www.farmers.com](http://www.farmers.com).

Contact: Jerry Davies  
213-400-4459  
[Jerry.davies@farmersinsurance.com](mailto:Jerry.davies@farmersinsurance.com)

First Call Analyst:  
FCMN Contact:

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

AP Archive: <http://photoarchive.ap.org/>

PRN Photo Desk, photodesk@prnewswire.com

SOURCE: Farmers Insurance

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

---

<https://newsroom.farmers.com/2009-12-21-Farmers-Insurance-Float-Honoring-Marching-Bands-to-Lead-2010-Rose-Parade>