

Farmers Insurance(R) Joins March of Dimes at National March for Babies Event on April 24

PRNewswire

Farmers Insurance Group of Companies®, the second largest fundraiser for the March of Dimes nationwide, and a proud sponsor of the March of Dimes' March for Babies, will walk in support of healthy California babies on April 24, 2010 in Los Angeles.

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

Farmers Insurance agents, district managers and employees will join family and friends in Marching for Babies at Exposition Park beginning at 8:30 a.m. on Saturday, April 24.

In addition to gathering donations for the three-mile walk, Farmers will also present a check to the March of Dimes for \$1 million dollars in honor of Farmers agents, district managers and employees year-long fundraising efforts in California.

WHAT: 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.

WHEN: Saturday, April 24, 2010
Ceremonies begin at 7:30 a.m.
Walk begins at 8:30 a.m.

WHERE: Exposition Park (outside of LA Memorial Coliseum)
900 Exposition Park
Los Angeles, CA.

WHO: Kevin Kelso, Farmers Insurance EVP & Chief Marketing Officer
David Travers, Farmers Insurance EVP of Operations
(both will be available for interviews during the walk)

"March for Babies is an event we greatly look forward to each year," said Bob Woudstra, Chief Executive Office of Farmers Group, Inc. "Although we do many fundraisers throughout the year, this one gives us a chance to connect many faces with one very important cause."

Through its year-long fundraising efforts, Farmers' agents, district managers and employees raised \$4.8 million in 2009 for the March of Dimes. Farmers' annual Be A Hero for Babies Day(SM), demonstrates the commitment to community by Farmers' agents and district managers who raised more than \$2.6 million in 2009. This year Farmers' Be A Hero for Babies Day(SM) is July 22, 2010. Until that date, Farmers agents, district managers and employees will hold community based fundraisers nationwide.

"It is amazing to see the number of organizations and individuals who come out in support of March for Babies," said Los Angeles March for Babies Chair and Associate Vice Chancellor and CEO of UCLA Hospital System Dr. David T. Feinberg. "Farmers commitment to this event and this cause is inspiring."

Weather permitting, in a show of support visible for miles, the Farmers Insurance Airship will also fly over the walk. Stretching 15-feet longer than a Boeing 747 and 50-feet longer than the largest blimp, the Farmers Insurance Group Airship is the world's largest airship.

About Farmers Insurance Group

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.

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

Jerry Davies
323-400-4459
jerry.davies@farmersinsurance.com

First Call Analyst:
FCMN Contact:

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SOURCE: Farmers Insurance

CONTACT: Jerry Davies of Farmers Insurance, +1-323-400-4459,
jerry.davies@farmersinsurance.com

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