

MediaRoom

Farmers Insurance Celebrates 5th National March of Dimes 'One-Day' Fundraiser July 22, 2010

PR Newswire

Thousands of Farmers Insurance agents, district managers and employees in cities across America have their sights set on raising more than \$2 million dollars for the March of Dimes in one day, July 22.

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This is the fifth year Farmers Insurance is calling on residents in thousands of communities across America to participate in "Be a Hero for Babies Day(SM)". Last year on July 22, Farmers Insurance raised \$2.6 million-- the largest single-day fundraiser in March of Dimes history.

"The March of Dimes' need is great," notes Farmers Insurance Chief Executive Officer Robert Woudstra, a member of the March of Dimes Board of Trustees. "Premature births in America have reached crisis stage and we are committed to helping these babies have a fighting chance at a healthy life through supporting the March of Dimes."

Please join Farmers Insurance at its Home Office on July 22, 2010 at 4700 Wilshire Boulevard, 90010 for a great March of

MEDIA: Dimes fundraiser.

Farmers Insurance One-Day Fundraising Event for the March of Dimes, July 22, 2010. Call-ins from Farmers Agents' offices from around the country to the phone bank in the March of

WHAT: Dimes Special parking lot area begins at 5:00 a.m.

Los Angeles Dodgers Matt Kemp; Los Angeles Lakers point guard Jordan Farmar; Kerri Walsh, Olympic volleyball champion; Jorge Campos, Mexico Soccer Team; Jennifer Howse, president and CEO of the March of Dimes; Farmers CEO Robert Woudstra, Farmers

WHO: executives and special March of Dimes families.

Plus, the Farmers Insurance Airship, the largest Zeppelin in the world, will be flying over the event from 8-11 a.m. It is longer than a 747.

Media is invited to take a ride on the airship on July 21 from 4:00 to 6:00 p.m. Contact Jerry Davies for details.

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