

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

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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"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."

"We are all very excited about this year's one-day event," noted Farmers Chief Marketing Officer Kevin Kelso. "This is the fifth year Farmers Insurance agents, district managers and employees are 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."

On Thursday July 22, beginning at 5:00 a.m. until 11:30 a.m., Farmers Agents' and Farmers state offices around the country will call into a phone bank in the March of Dimes Special parking lot area at Farmers Home Office, 4700 Wilshire Boulevard. Farmers CEO Robert Woudstra will announce the days fundraising tally at 11:00 a.m.

On site at the 4700 Wilshire Building will be March of Dimes families, and special guests Los Angeles Dodgers Matt Kemp; Los Angeles Lakers point guard Jordan Farmar; Kerri Walsh, Olympic volleyball champion; Jorge Campos, Mexico Soccer Team Champion; Candace Parker of the L.A. Sparks; Farmers CEO Robert Woudstra; Jennifer Howse, president and CEO of the March of Dimes; Farmers executives and employees.

Added attractions include overhead, the Farmers Insurance Airship, the largest Zeppelin in the world - longer than a 747. It will be flying over the home office from 7a.m. till-11 a.m.

On the ground at the home office, offering tethered rides all morning for March of Dimes donations will be the famous Farmers Hot Air Balloon 'ExtraOrdinaire'; one of Farmers Mobile Catastrophe Command Center buses; and a Customer Care Vehicle deployed to disasters throughout the country to help customers and non-customers alike.

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