

**Farmers Insurance Presenting Sponsor at 16th Annual Kansas City Bikers for Babies Event Raised \$700,000 for the March of Dimes**

KANSAS CITY, Kan., Sept. 27 /PRNewswire/ -- Over 6,100 bikers converged on the Kansas City Speedway September 19th to begin the 16th annual Bikers for Babies Ride in Kansas City, Kansas.

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

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Farmers Insurance Group of Companies® was presenting sponsor of the event which raised \$700,000 to support the March of Dimes (MOD). "We are proud to be the presenting sponsor of the largest MOD Bikers for Babies event in the country," noted Kansas Farmers Insurance State Executive Director Dana Russell. "A large number of Farmers agents and employees turned out and joined the huge biker crowd as they left the Speedway to make the 115 mile trip through Northeast Kansas. It was a very special day for babies."

Farmers is the number one insurance company fundraiser for the March of Dimes in the United States, having raised more than \$30 million since partnering with the March of Dimes over 20 years ago."

Overland Park Farmers Agent, Matt North has been attending this event since 2007. Matt noted "March of Dimes and Bikers for Babies has become a tradition for The North Agency. It is great meeting new people and gathering with the people you've grown to know over the last few years. The sight of thousands of motorcycles and the riders all coming together for a great cause is awesome!" He added "I am privileged to help raise money and be a part of this cause every year!!! Thanks to all who take part in the ride and those who contribute every year!"

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