MediaRoom

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 SpeedwaySeptember 19th to begin the 16th annual Bikers for Babies Ride in Kansas City, Kansas.

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

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

Farmers Insurance Group of Companies® was presenting sponsor of the event which raisec\$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 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!"

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may beFarmers 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 or <a hr

Contact: Jerry Davies 213-400-4459

Jerry.davies@farmersinsurance.com

SOURCE Farmers Insurance Group

https://newsroom.farmers.com/2010-09-27-Farmers-Insurance-Presenting-Sponsor-at-16th-Annual-Kansas-City-Bikers-for-Babies