MediaRoom

Farmers Insurance Flies High With Facebook

LOS ANGELES, Oct. 1 /PRNewswire/ -- The Farmers Insurance Group of Companies® announce a chance for Facebook users to win a once-in-a-lifetime trip on the Farmers Airship, the only Zeppelin in the United States, just for "liking" Farmers.

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

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

During a sweepstakes running from October 1, 2010 to November 15, 2010 on Farmers' Facebook page, fans will have a chance to win a ride for themselves and a companion on the world's largest airship. To enter, log onto facebook.com/farmersinsurance.

"We hope you'll "like" the page and enter your contact information," said Marc Zeitlin, Vice President of eBusiness for Farmers Insurance Group Inc. "At the conclusion of the promotion, three winners will be chosen at random."

"This is a new way for Farmers to reach people and a fun introduction to our company," said Kevin Kelso, Chief Marketing Office of Farmers Insurance Group Inc. "The prize that awaits the winners, a ride on the Farmers Airship, is truly a remarkable experience and worthy of any "must-do" list."

Farmers is expanding its online and interactive presence and will support this airship sweepstakes with an extensive social media advertising campaign. To enter the contest go to facebook.com/farmersinsurance.

About the Farmers Airship

Stretching 15-feet longer than a 747 and 50-feet longer than the largest blimp, the Farmers Airship, the Zeppelin *Eureka,* is the world's largest airship. Owned and operated by Airship Ventures, Inc., the airship is one of only two Zeppelins commercially flying in the world today with and features the largest logo ever used in Farmers' history. Larger than most homes, the decal is comprised of 697 sheets of vinyl totaling almost 4,850 square feet and measuring approximately 185 feet long by 30 feet high on either side of the Zeppelin. Farmer's iconic blue and red shield measures 30 feet high by 50 feet wide, while the 17-foot tall letters spelling out the company name stretch over 105 feet. When not flying in support of Farmers events in communities around the country, the Farmers Airship is based in California and offers passenger flightseeing tours above San Francisco, Silicon Valley, Monterey, Sacramento, San Diego and Los Angeles. FarmersAirship.com

About Farmers Insurance Group Inc.

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 farmers.com or Facebook.com/FarmersInsurance .

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