

Farmers Insurance Steps Up to Help High School Marching Bands Reach the Tournament of Roses Parade

Donations cover travel, lodging expenses; agents pitch in to help hometown bands

PASADENA, Calif., Dec. 28, 2010 /PRNewswire/ -- [Farmers Insurance](#) is helping high school bands around the country achieve their dreams of performing in California's [2011 Tournament of Roses Parade](#) by donating money to provide for their travel and lodging expenses. At a time when budget cuts are often forcing the elimination of music education programs, Farmers' contribution reflects the company's commitment to improving the local communities its customers and employees call home.

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

Beyond financial contributions by the company, Farmers agents in many regions have also engaged local communities over the past few months to support their young hometown musicians. Farmers agents have hosted fundraisers including car washes and rides in the Farmers hot air balloon in exchange for donations and raffles.

"Since our founding in 1928, Farmers has supported education, arts and culture at both national and local levels, and we are delighted to continue this philanthropic tradition as official sponsor of the Rose Bowl marching bands," said Bill Martin, Senior Vice President, Farmers Insurance Group. "As someone who marched in the parade as a young adult, I understand the positive impact music can have, and I am proud of our company and agents for helping to keep music education alive."

The 2011 annual Tournament of Roses® takes place on January 1 in Pasadena, CA. The parade is the world's premier community showcase featuring equestrians, marching bands and elaborately designed floral floats. Twenty bands were chosen from an international pool of applicants to perform. Farmers has participated in the Rose Bowl Parade for over 50 years, and has been the official band sponsor for two years.

Tournament of Roses - participating marching bands

[Albertville High School](#), Albertville, AL

[Birdville, Haltom and Richland High Schools](#), North Richland Hills, TX

[Banda Musical Delfines](#), Xalpa, Veracruz, Mexico

[Cal Fire Pipes and Drums](#), Sacramento, CA

[The Pipes & Drums of California Professional Firefighters, Sacramento, CA](#)

[Central Carroll High School](#), Carrollton, GA

[Downingtown High School East and West Campus](#), Downingtown, PA

[Lindberg High School](#), St. Louis, MO

[Londonderry High School](#), Londonderry, NH

[Los Angeles Unified School District Honor Band](#), Los Angeles, CA

[Upland High School](#), Upland, CA

[North Carolina Central University](#), Durham, NC

[North Japan Honor Green Band](#), Japan

[Owasso High School](#), Owasso, OK

[Pasadena City College Honor Band & Herald Trumpets](#), Pasadena, CA

[Southwest Dekalb High School](#), Decatur, GA

[United States Marines Corps Band](#)

[Western Carolina University](#), Cullowhee, NC

[Wyoming All State Marching Band, WY](#)

[Salvation Army Band](#)

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