

## Farmers Insurance Kicks Off 2011 March of Dimes Campaign at Home Office, Los Angeles

LOS ANGELES, Feb. 22, 2011 /PRNewswire/ -- Music will be in the air, hamburgers will be on the grill, as hundreds of Farmers Insurance Group of Companies® agents, district managers and employees kick-off the 2011 March of Dimes fundraising campaign at the companies' headquarters, 4700 Wilshire Boulevard, on Wednesday, February 23, 2011.

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

**ALL MEDIA IS INVITED FEBRUARY 23, 2011, 11:45 a.m.**

**WHAT: Farmers Insurance Group of Companies March of Dimes 2011 fundraising kick-off.**

**WHERE: Parking lot behind 4700 Wilshire Boulevard, Los Angeles 90010. In the event of rain, the event will be moved to the 4750 Wilshire building cafeteria.**

**WHO: Farmers CEO Robert Woudstra  
March of Dimes COO Jane Massey  
Joey Lawrence, Star of ABC's Melissa and Joey**

Farmers Insurance Chief Executive Officer Robert Woudstra will be joined by March of Dimes COO, Jane Massey, to announce the start of the 2011 campaign. "This marks our 23rd year as a March of Dimes supporter," noted Mr. Woudstra. "Farmers Insurance agents, District Managers and employees across the United States look forward to Marching for Babies this spring and participating in our own Be a Hero for Babies Day® in June," he added. "It might be difficult to top our achievements of 2010, where we raised \$2.65 million in one day and \$4.7 million overall, but we plan to give it our best shot, and I know I can count on our thousands of Farmers family members across the country as we once again raise money to help all babies be born healthy."

Farmers Insurance Group of Companies is the country's 3rd largest insurer of both personal lines passenger [automobile](#) and [homeowners insurance](#), and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and nearly 24,000 employees.

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