

## Farmers® Insurance Launches 'Juega y Aprende con Jorge Campos'; Soccer Clinics for Kids 8-14 Led by Mexican Soccer Legend

LOS ANGELES, March 2, 2011 /PRNewswire/ -- [Farmers® Insurance](#) has launched a new sweepstakes providing young soccer enthusiasts with the opportunity to train and learn from famed international soccer star Jorge Campos. The [Juega y Aprende con Jorge Campos \(Learn and Play with Jorge Campos\)](#) series of soccer clinics will kick-off on April 9 in Los Angeles.

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

"Farmers is proud to partner with soccer legend Jorge Campos as he shares his talents and experience with local young people," said Luisa Acosta-Franco, vice president of Multicultural Marketing for Farmers.

The *Juega y Aprende con Jorge Campos* soccer clinics will consist of a series of two-hour skills building sessions led by the former World Cup goaltender and Mexican national team star.

"These events will be great for the participating kids as they learn important athletic skills as well as improved leadership and confidence. Parents and other family members will also be able to enjoy a variety of interactive games and educational booths while their children participate in the soccer clinics," added Bill Matlock, Vice President and State Executive Director for Farmers in Los Angeles.

Following the April 9 inaugural clinic, subsequent clinics will be held on consecutive Saturdays in Orange County, the Inland Empire and an additional location in Los Angeles. Each location will be able to host up to 100 young soccer stars.

"We encourage all parents to enter the sweepstakes on behalf of their children," said Acosta. "This once-in-a-lifetime opportunity to learn from someone like Jorge Campos shouldn't be missed."

In addition to the personalized training, each participant will receive a gift bag with a commemorative t-shirt, soccer ball, water bottle and autographed photo of Jorge Campos. A drawing will also be held to award a lucky winner with a signed Jorge Campos-designed jersey or soccer ball.

"Being a good athlete takes more than just being good at the game. You have to be smart and able to play well with others. I feel very fortunate to have the opportunity to work alongside Farmers Insurance to teach our Latino children those key skills to succeed in soccer and in life," said Jorge Campos.

Participating kids will be selected by random drawing from the pool of entries submitted to Farmers via the *Juega y Aprende con Jorge Campos* sweepstakes. Parents can complete a registration form and submit it in person at participating Farmers agent locations. Sweepstakes entry forms, participating agent locations and complete rules and regulations are available at [www.segurosfarmers.com/juegayaprende](http://www.segurosfarmers.com/juegayaprende). All entries must be received by close of business on Monday, March 21.

Winners will be selected and notified of the specific clinic locations 10 days prior to the date of their workshop.

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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