

Farmers Insurance Celebrates 6th National March of Dimes "One-Day" Fundraiser June 29, 2011

LOS ANGELES, June 21, 2011 /PRNewswire/ -- Thousands of Farmers Insurance agents, district managers and employees in cities across America have their sights set on raising more than \$2 million dollars for the March of Dimes in one day, June 29, 2011.

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

"We are all very excited about this year's one-day event," noted Farmers Chief Executive Officer Robert Woudstra, a member of the March of Dimes Board of Trustees. "This is the sixth year Farmers Insurance agents, district managers and employees are calling on residents in thousands of communities across America to participate in Be a Hero for Babies Day®. Last year the Farmers Insurance one day event raised \$2.6 million-- the largest single-day fundraiser in March of Dimes history. We are committed to helping premature babies have a fighting chance."

On Wednesday June 29, beginning at 5:30 a.m., Farmers district managers and Farmers state offices around the country will call into a phone bank in the March of Dimes special parking lot area at Farmers Home Office, 4700 Wilshire Boulevard, Los Angeles. Farmers CEO Woudstra will be joined by Jane Massey, COO of the March of Dimes, to announce the days fundraising tally at 11:00 a.m.

On the ground at the home office, the community carnival will kick-off at 8:00 a.m., followed by a new feature: Los Angeles award winning food trucks that will participate in a Food Fest and begin serving at 11:30 a.m. The day's festivities will conclude at 2:00 p.m., and cash is king for this event, with all proceeds going to the March of Dimes.

At the event, the company will also feature tethered rides on its **ExtraOrdinaire hot air balloon**; tours of one of Farmers' **Mobile Command Center**, a 46-foot mobile bus filled with state-of-the-art communications equipment and supplies which is used to provide community support after a disaster; and carnival games and prizes fun for all ages. Highlighting Farmers recent partnership with **NASCAR driver Mark Martin, a show car of the Farmers branded racecar** will also be on hand for viewing.

Farmers has supported the March of Dimes for more than 20 years. David Travers, Executive Vice President of Operations at Farmers Insurance, was recently elected to the March of Dimes national Board of Trustees.

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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