

Farmers Insurance Makes History In Announcing "The Love Float," The First Ever Live Wedding Featured In The Rose Parade®

Planning a Wedding or Just Dreaming of One? The Search Begins to Find the Perfect Couple to Wed on the Farmers Insurance 2013 Rose Parade Float

LOS ANGELES, Sept. 24, 2012 /PRNewswire/ -- Farmers Insurance today announced "The Love Float," its 54th consecutive entry in the Rose Parade®, featuring the first-ever live wedding in the parade's 124-year history. Couples can enter the "Farmers Insurance Dream Wedding" contest starting today on Farmers Insurance Facebook page (<http://www.Facebook.com/FarmersInsurance>) by answering three questions describing why they should win this magical, romantic moment. The live nuptials will take place atop the float while headed down Colorado Boulevard, in front of over 52 million television viewers and another 900,000 people lining the parade route.

(Photo: <http://photos.prnewswire.com/prnh/20120924/LA80100>)

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

Beginning today and through October 14, couples can submit their unique stories to win this historic wedding experience. Farmers Insurance stands by its customers in some of the most monumental life moments each and every day, from buying and insuring a home, to having a baby and purchasing life insurance, to helping soldiers returning from overseas and working with survivors of natural disasters and hardships. Getting married is a major life event, and Farmers Insurance is there to support newlyweds in many ways.

"Across the country there are thousands of couples deserving of a history making wedding experience," says Michael L. Linton, Enterprise Chief Marketing Officer for Farmers Insurance. "We're asking for submissions from all corners of the country so look around, ask your friends and neighbors, and see if you can spread the word to a couple that deserves this unique honor. The 'Love Float' is a chance for Farmers Insurance to honor a great American love story."

Once the call for submissions closes on October 14, a panel of judges will select up to four finalists and the American public will vote on which couple will win their "Farmers Insurance Dream Wedding" on "The Love Float" at the Rose Parade®. Consumer voting begins on October 30 through November 13, and the winner will be announced prior to the Thanksgiving holiday.

The winning couple wins a trip to Pasadena, CA for themselves and up to six witnesses, an exclusive opportunity to be married on the Farmers Insurance "Love Float", one beautiful wedding dress for the bride and a tuxedo for the groom, his and hers wedding rings, hair and make-up for the bride on the big day, marriage license fees, two tickets to the 2013 Rose Bowl game for the newlyweds and a national advertisement opportunity featuring a photo from your wedding day.

For more information, stop by a local Farmers agent office or visit Facebook.com/FarmersInsurance for news, nominations and information. Become a fan of Farmers Insurance on Facebook and follow on Twitter™ @wearefarmers.

About Farmers Insurance

Farmers Insurance Group of Companies is a leading U.S. insurer of automobiles, homes and small businesses 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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