

## Farmers Insurance Names Winning Virginia Couple To Marry Atop "The Love Float" During The Rose Parade®

### First National Search For A Couple To Win Their Dream Wedding On New Year's Day At Rose Parade

LOS ANGELES, Nov. 19, 2012 /PRNewswire/ -- Farmers Insurance announced today that Virginia couple, Nicole and Gerald, will begin the rest of their lives together as they marry on "The Love Float" on New Year's Day during the world-famous Tournament of Roses® Parade. The couple, selected by America through a public vote in the first-ever national search of its kind, will say their "I Do's" and make their first New Year's resolution together as they head down the aisle in front of over 52 million television viewers and another 900,000 people at the Rose Parade®.

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

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

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 like Nicole and Gerald in many ways.

Nicole and Gerald of Chesapeake, VA captured the hearts of the American public with their fated love story in which the former high school classmates reconnected later in life to find true love together.

"We are looking forward to celebrating our 54th entry in the Rose Parade by bringing Nicole and Gerald together for a special wedding," said Mike Linton, Enterprise Chief Marketing Officer for Farmers Insurance. "We are dedicated to serving our customers and aware of our role especially during important changes in their life whether it is getting married, moving into a new home or buying a car."

The happy couple will receive a trip to Pasadena, CA for themselves and up to six witnesses and will be married on the Farmers Insurance "Love Float." The bride and groom will also win a beautiful wedding gown, a tuxedo, 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, and a national advertisement opportunity featuring a wedding photo.

Visit [www.Facebook.com/FarmersInsurance](http://www.Facebook.com/FarmersInsurance) or [www.Farmers.com/LoveFloat](http://www.Farmers.com/LoveFloat) to learn more about the Dream Wedding and check local broadcast listings to tune in on January 1, 2013 and watch the live nuptials on "The Love Float."

### 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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