

MediaRoom

Farmers Insurance Names Nationally Syndicated Radio Personality, Sean Valentine, As Officiant For Live Wedding On "The Love Float" At Tournament of Roses Parade®
Farmers Insurance and Valentine Invite Fans to Join the Wedding Celebrations and Toast the Newlyweds via Twitter Using #FarmersLoveFloat

LOS ANGELES, Dec. 17, 2012 /PRNewswire/ -- Farmers Insurance announced today that nationally syndicated radio personality, Sean Valentine, will serve as the wedding officiant for the live nuptials that will take place atop the Farmers "Love Float" at the world-famous Tournament of Roses® Parade. In Farmers' 54th consecutive entry to the Rose Parade, Valentine will help Dream Wedding winners, Nicole and Gerald of Chesapeake, VA, ring in the New Year by saying their "I Do's" in front of over 52 million television viewers and another 900,000 people as the float glides down Colorado Boulevard.

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

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

"We are excited to name the appropriately named, Sean Valentine, to officiate at the Farmers Dream Wedding on the 'Love Float'," said Mike Linton, Enterprise Chief Marketing Officer for Farmers Insurance. "Farmers Insurance understands that getting married is a major life change and we are extremely pleased to support Nicole and Gerald as they become newlyweds."

Farmers Insurance stands by its customers in some of the most important 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.

"The Tournament of Roses Parade is a national tradition, born in Southern California. I can't think of a more exciting way to celebrate that tradition than by officiating a live wedding atop the Farmers Insurance Love Float," said Valentine. "I am honored to be a part of Nicole and Gerald's special day and to help them plan for their lives together."

Nicole and Gerald captured the hearts of the American public and won their votes during the Farmers Insurance Dream Wedding Contest with their fated love story in which the former high school classmates reconnected later in life to find true love together.

Join in the wedding celebrations and toast the couple by tweeting to @WeAreFarmers and @GeraldandNicole with hashtag #FarmersLoveFloat. Also visit www.Farmers.com/LoveFloat to learn more about the Dream Wedding and check local broadcast listings to tune in and watch the live nuptials on "The Love Float." Valentine's show is nationally syndicated and airs daily in Los Angeles on 104.3 MYfm.

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.

Farmers is a trade name and may refer to Farmers Group, Inc, or the Farmers Exchanges, as the case may be. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit its Web site at www.farmers.com or at www.Facebook.com/FarmersInsurance.

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