

Farmers Insurance Michigan Team Partners with March of Dimes for Seven Detroit Red Wings Games

DETROIT, Feb. 8, 2013 /PRNewswire/ -- Farmers Insurance is pleased to announce it will be replacing its logo on the LED Dasher board with a logo of the March of Dimes for seven select Detroit Red Wings games this NHL season. All games will be aired nationally by NBC or NBC Sports. The first game is Sunday, February 10, at 12:30 p.m., Eastern time.

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

"The March of Dimes is celebrating its 75th Anniversary which coincides with Farmers partnership of 25 years this year with the March of Dimes," said William Walrath, Farmers Head of Michigan, Michigan State Office.

"We believe this is a great opportunity to raise awareness of our partnership and drive additional community participation in the upcoming March of Dimes annual Walk for Babies. Last year we raised \$217,500 for the March of Dimes in Michigan and over \$4.2 million nationwide. We look forward to another successful year partnering with this great organization. To find a local event go to www.marchforbabies.org," Walrath said.

The dates for the remaining games, all Eastern Time:

February 13, 7:30 p.m., L.A.; March 3, 12:30 p.m., Chicago; March 20, 7:30 p.m., Minnesota; March 31, 12:30 p.m., Chicago; April 7, 12:30 p.m., Saint Louis; and April 24, 7:30 p.m., L.A.

"Since our founding 75 years ago the March of Dimes funding for research has been a key strategy to improve the health of children," says Laura Loughridge, state director for the March of Dimes Michigan chapter. "We are proud to continue that legacy with our signature fundraiser, March for Babies, so that we can fund new treatments and breakthroughs to save the lives of future babies."

About the March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit marchofdimes.com or nacersano.org. Find us on Facebook and follow us on Twitter.

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