

Farmers Insurance Joins Topeka National Weather Service for Severe Weather Preparedness Day March 2

TOPEKA, Kan., Feb. 26, 2013 /PRNewswire/ -- The West Ridge Mall in Topeka is the site of a severe weather preparedness day for all Kansans, this Saturday, March 2, from 10 a.m. to 3:00 p.m.

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

Farmers Insurance will join Jenifer Bowen, Meteorologist at the National Weather Service Office in Topeka, and the Weather Service team for a full day of informative discussions and demonstrations on how to cope with the recent storms and prepare for severe tornado and storm weather later this year.

"Farmers will have one of its Mobile Claims Center Buses (MCC) on hand during the day to greet residents, answer questions about insurance and provide disaster packets filled with tips for homeowners," stated Paul Crosetti, Farmers Kansas State Executive Director.

"Severe Weather Preparedness Day is an informative and interactive event for families to come learn about severe weather phenomena, from flash floods to tornadoes, and also how to plan and protect yourself when severe weather strikes your neighborhood," noted Bowen. "We invite everyone to attend this important Preparedness forum."

WHAT: Severe Weather Preparedness Day

WHEN: Saturday, March 2, 2013 from 10 a.m. to 3:00 p.m.

WHERE: Topeka West Ridge Mall
1801 SW Wanamaker Rd., Topeka, Kansas

WHO: National Weather Service Topeka Meteorologist Jenifer Bowen, Farmers Insurance Agents, Employees and Catastrophe Team and Jessica Kinsey, Director of marketing and business development at West Ridge Mall.

"The MCC is equipped with state-of-the-art satellite communications equipment and satellite laptops and phones for use by customers and non-customers alike," Crosetti said. "The MCC also has water and cold drinks for those in need at a disaster site. We invite everyone to come to the Mall Saturday and participate in this important event."

"We are thrilled to be hosting this event at our mall," said Jessica Kinsey, Director of marketing and business development at West Ridge Mall. "The family-friendly event will focus on the importance of preparedness and safety during inclement weather conditions, which is very vital information for our community."

Farmers Insurance Group of Companies is a leading U.S. insurer group 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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