

Farmers Insurance Preparedness Video for the Hail Storm Weather Ahead is now Available on YouTube

LOS ANGELES, May 20, 2013 /PRNewswire/ -- Farmers Insurance offers tips on how to keep your home and auto safe during the hail storm season in a new video that can be found on Farmers YouTube Channel www.youtube.com/farmersinsurance.

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

Watch Farmers Insurance agent Thomas as he witnesses the first indoor hailstorm demonstration at the Insurance Institute for Business and Home Safety (IBHS) Research Center in South Carolina. The video demonstration shows that a single hailstone can range in size from five millimeters, all the way up to the size of a large grapefruit? "So, next time you're re-roofing your house, make sure you choose impact-resistant shingles that will stand up against hail damage," Thomas cautions.

"Farmers Insurance believes that empowering consumers with smart insurance knowledge is the best way to help them avoid potential problems," says Farmers Vice President, Brian Braddock. "We created a video to demonstrate the amazing research that IBHS conducts to provide information to consumers about how to protect their property during a hail storm."

The mission of IBHS is to conduct research to identify and promote effective actions that strengthen homes, businesses, and communities against natural disasters and other causes of loss. "IBHS is a perfect partner for Farmers because we are both dedicated to making consumers better prepared," Braddock continued. IBHS also put together a fact sheet on hailstorms which can be accessed at http://www.disastersafety.org/wp-content/uploads/Hail-Facts_IBHS.pdf.

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