

One Lucky Nevada Teacher to Ride on Rose Parade® Float on January 1 Thanks to Farmers Insurance Thank Nevada Teachers Initiative

CARSON CITY, Nev., Nov. 20, 2013 /PRNewswire/ -- One lucky teacher from Nevada will be selected to ride in the 125th Rose Parade presented by Honda thanks to Farmers Insurance and its Thank Nevada Teachers initiative.

(Logo: <http://photos.prnewswire.com/prnh/20130731/LA56061LOGO>)

For 55 years, Farmers has had a presence in America's New Year Celebration®, the Rose Parade. On January 1, 2014 the national insurer will feature a float to recognize the nation's teachers and the company will invite a Nevada teacher to ride on the float. The winning teacher will be the educator who receives the most votes for their proposal on the ThankNevadaTeachers.com web site.

"This is an exciting new development for our Thank Nevada Teachers initiative and especially so for one lucky teacher in Nevada," said Randy Rice, National Manager of Education Programs for Farmers Insurance. "Now, more than ever, we encourage everyone to go to the ThankNevadaTeachers.com web site to vote for their favorite proposal to help one lucky teacher represent all Nevada teachers in the Rose Parade on January 1."

As part of the Thank Nevada Teachers program, residents of the state have been encouraged to go to the dedicated web site to thank their favorite teachers. During October, Nevada teachers who were thanked on the web site were eligible to submit proposals for grants of up to \$5,000 for use in their classrooms. As a result, more than 100 teachers submitted proposals.

From November 1 through November 30, the public has been invited to go to the ThankNevadaTeachers.com web site to vote for their favorite proposals. The top 10 vote-getters will receive grants valued at up to \$5,000 each.

Today's announcement by Farmers Insurance adds a new level of excitement to the voting process by offering a once-in-a-lifetime opportunity for a local Nevada teacher to ride on a parade float in one of the nation's most popular events.

In addition to getting the opportunity to ride on the Farmers Insurance Float in the Rose Parade, the winning teacher will receive round-trip air transportation for the educator and a guest, two tickets to the Rose Bowl Game®, and other benefits. Complete details and rules for the promotion are available at ThankNevadaTeachers.com.

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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www.Facebook.com/FarmersInsurance.

About the Pasadena Tournament of Roses®

The Pasadena Tournament of Roses is a volunteer organization that annually hosts the Rose Parade® presented by Honda, the Rose Bowl Game® presented by VIZIO and a variety of associated events. The Tournament's 935 volunteer members act as ambassadors of the organization within the community and serve on one of 31 committees that ensure the success of the parade and game. Collectively, they contribute upwards of 80,000 hours of manpower each year. The 125th Rose Parade presented by Honda, themed "*Dreams Come True*," will take place Wednesday, Jan. 1, 2014, followed by the 100th Rose Bowl Game presented by VIZIO. On Jan. 6, 2014, the Tournament also will host the 2014 VIZIO BCS National Championship at the Rose Bowl Stadium. For additional information on the Tournament of Roses please visit the official website at www.tournamentofroses.com.

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