

Farmers Insurance Invites America To Make 2014 The Year To 'Thank A Million Teachers' **Jack Black Kicks Off National Program With First "Thank You" And Acknowledges Those Who Make Us Smarter**

LOS ANGELES, Dec. 23, 2013 /PRNewswire/ -- Farmers Insurance, one of the nation's largest multiline insurers today launched a national initiative inviting America to make 2014 the year to "Thank A Million Teachers." Farmers' Thank A Million Teachers program provides an easy way to send a personal thanks to the educators who have made a difference in their lives and the lives of their children. As part of this countrywide effort, Farmers has also committed up to \$1,000,000 in funds to classrooms and education programs throughout the country. Earlier today, Jack Black inaugurated the program with the first "thank you" at www.ThankAMillionTeachers.com, sharing gratitude for his longtime teacher and mentor, Debbie Devine, who made a profound impact on Black's life, and ultimately helped shape who he is today.

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

The announcement of the national program comes on the heels of successful pilot programs launched in October in Nevada and Montana. With the support of Nevada Governor Brian Sandoval and Montana Governor Steve Bullock, the Farmers Insurance-developed initiative has driven residents to offer more than 10,000 "thanks" to educators in those states during the past two and a half months. Additionally, Farmers awarded \$75,000 in grants to teachers in those states as part of the pilot programs. The two teachers who received the most votes for their proposals, middle school teacher Mike Agostinelli from Helena, Montana and elementary school teacher Bridget Thompson from Dayton, Nevada, will be honored on New Year's Day as they ride atop the Farmers Thank A Million Teachers float at the 2014 Tournament of Roses Parade®.

"With the national expansion of a program that has been so successful in Nevada and Montana, Farmers hopes to make 2014 the year we invite the country to 'Thank A Million Teachers' and help us give a million dollars to teachers and classrooms across America," said Mike Linton, Chief Marketing Officer of Farmers Insurance. "Farmers believes in smart. We provide award-winning training to agents and employees so they can help consumers make smart insurance decisions. In a similar way, teachers play an integral role in helping children learn, grow smarter, and plan ahead. We are excited to provide America with a platform to share their 'thanks' with educators and honor teachers with funding to continue doing what they do best – positively impacting the minds of our future leaders."

"My middle school teacher, Debbie Devine, had a profound, transformative effect on my life. I walked into her classroom and was immediately inspired, which ultimately changed the course of my entire life, and for that I cannot thank Debbie enough," said actor Jack Black. "I know students across the country have been inspired by educators in their own lives, and it is my hope that we can make 2014 the year to 'Thank A Million Teachers.' I thanked my teacher on www.ThankAMillionTeachers.com – now it is your turn!"

Sending a personal thanks is easy.

- Go to www.ThankAMillionTeachers.com to thank your favorite teacher. Farmers will provide a real-time tally of all the "thank you's" recorded on the www.ThankAMillionTeachers.com website.
- On the dedicated website, teachers will also be able to submit proposals for grants valued at up to \$2,500 for use in their classroom through the end of October 2014. Details about the proposal submission process are available at www.ThankAMillionTeachers.com.
- Beginning in March, and every other month thereafter through November, the public will be invited to vote on those proposals submitted during the previous entry period. In April, June, August, October and December, 30 winners from across the nation will be selected.
- Celebrate New Year's Day by tuning in to watch the Tournament of Roses Parade, which begins at 1:00 a.m. EST/8:00 a.m. PST on January 1. During the parade, in addition to thanking your favorite teachers at www.ThankAMillionTeachers.com, you can add your voice to national discussion by Tweeting and using "#ThankATeacher" to spread the word about a teacher who made a difference in your life.

In partnership with several of its supporters in the education community, including the Education Commission for the States, the American Association of School Administrators, the National Council for the Social Studies and the National Board for Professional Teaching Standards, among others, Farmers will further raise awareness of this important and innovative program through a series of regional events in Washington, DC, Chicago, Austin and Los Angeles during January.

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.

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. Farmers Group, Inc., along with its subsidiaries, manages the non-claims insurance operations of the Farmers Exchanges. Farmers Group, Inc. is wholly owned by the Zurich Insurance Group. For more information about Farmers, visit its Website at www.farmers.com or at

www.Facebook.com/FarmersInsurance.

Contacts:	Luis Sahagun
	323-932-4753
	luis.sahagun@farmersinsurance.com
	Laura Markofsky
	248-408-5505
	laura@cultureshopla.com
	Trent Frager
	323-932-3976
	trent.frager@farmersinsurance.com

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