

Farmers and Rickie Fowler Host Surprise Golf Clinics

Storm Survivor Inspired Event Revitalizes and Brings Hope to Moore Community Following the May 2013 Tornado

MOORE, Okla. (January 6, 2014) – Farmers Insurance and dedicated partner, PGA TOUR star and former Oklahoma State University golf team member, Rickie Fowler today helped give a fresh start to the new year with a surprise golf clinic for three local Moore, Okla. high school golf teams. Following the May 2013 tornado that struck Moore, Farmers CEO, Jeff Dailey, met storm survivor, Jake Reddington, a member of the Moore high school golf team and avid fan of Rickie Fowler. Inspired by Reddington's story of survival, Farmers and Fowler today brought the Farmers Insurance Open to Moore's backyard and provided nearly 100 students and golf team members with an afternoon of inspirational golf activities including lessons led by PGA TOUR player, Rickie Fowler. The student athletes hail from Moore High School, Southmoore High School and Westmoore High School.

In the wake of the May 2013 tornado, Farmers and Fowler have both shown their unwavering support to the Moore community, providing funds to jumpstart recovery efforts by donating to organizations including the Red Cross. Additionally, Fowler matched the first \$100,000 donated by spectators at the Crowne Plaza Invitational, the PGA TOUR event held immediately following the tornado. At today's uplifting event, Farmers and Fowler continued to show their dedication by presenting the local golf teams with custom Farmers Insurance Open branded COBRA golf bags to use throughout the New Year.

"Our company is founded on the guiding principle of caring for each other and our communities. We are tirelessly committed to helping Moore get back on their feet in many ways," said John Chisholm, Director of Operations, Sponsorship and Corporate Giving, Farmers Insurance. He added, "In the wake of the tornado that struck this town last year, we are looking to inspire the community and its youth to greatness and further unite them through events like today's surprise golf clinic with PGA TOUR star, Rickie Fowler."

"I am proud to be here with Farmers today and support the Moore community after everything they have been through," said PGA TOUR player Rickie Fowler. "As a former Oklahoma State student, I was devastated to learn of the destruction and havoc that occurred following the tornado. After hearing Jake's story, hopefully coming back to surprise the high school golf teams will provide some fun and lift their spirits."

During the surprise event at the Oklahoma City Golfsmith, Farmers executives and Fowler reunited with Reddington and shared the many ways that Reddington's story of survival inspired them. Fowler gave Reddington the ultimate surprise by inviting him to walk inside the ropes at the Pro-Am at the 2014 Farmers Insurance Open on January 22. Reddington's VIP experience at the Pro-Am is Farmers way of giving back to a high school athlete who has overcome tragedy and to celebrate his story of survival.

Farmers Insurance has a long-standing history of being the very first insurance company on the scene after major catastrophes. However, Farmers' commitment goes well beyond the moment of disaster, as they continue to assist the Moore community to get back to being as vibrant as they once were. Farmers catastrophe claims personnel, resources, local agents and employees have been on the ground in Oklahoma helping the community take the steps to recovery since the disaster took place. Local Farmers agents are also committing their support of local high school sports programs via monetary donations and participation in year-round events, promoting excellence in scholastic and athletic achievement.

Follow Rickie Fowler's support of the Moore community via the custom hashtag #OKstrong on Twitter and Instagram. Visit www.Farmers.com to learn more about Farmers' work in this community and how you can help. Become a fan of Farmers Insurance on [Facebook](https://www.facebook.com/wearefarmers) and follow on Twitter™ [@WeAreFarmers](https://twitter.com/wearefarmers).

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