

Mascots Cheer on PGA TOUR Pros to try to Win Charity Money for their Schools

La Jolla, CA (January 22, 2014) - Mascots from nationally-acclaimed universities, along with PGA TOUR pro players affiliated with those schools, will compete in the University Day Challenge at the Farmers Insurance Open immediately-following Friday's round of play.

PGA TOUR players Rickie Fowler, Ben Crane, Keegan Bradley, and Camilo Villegas and mascots from their respective schools: Oklahoma State University, University of Oregon, St. John's University and the University of Florida, respectively, will compete to raise money for their schools by attempting to break a series of glass panels featuring the logos of the five competing schools. The school with the last remaining pane of glass will be awarded \$10,000.

"We think this is a fun and unique way of celebrating University Day at the Farmers Insurance Open," said Jeff Dailey, Chief Executive Officer of Farmers Insurance. "Farmers believes in education in a big way, starting with our own, internationally-acclaimed University of Farmers which is featured in our national advertising campaigns and continuing through to our commitment to making consumers smarter about insurance."

In addition to the University Day Challenge, PGA TOUR players and fans are invited to support their own alma maters by wearing their college colors at Torrey Pines during Saturday's third round.

Farmers Insurance will donate a total of \$10,000 to charity in the names of the PGA TOUR players with the two lowest scores on Saturday. Additionally, Farmers will contribute \$500 to the college funds of all players who wear their school colors during play on Saturday, January 25.

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