

“Blessings in a Backpack” For 500 Children at the Doris Miller School

La Jolla, CA (January 24, 2014) - Continuing its tradition of giving back to the community, Farmers Insurance executives, board members and agents will deliver 1,000 backpacks filled with two weeks worth of food for 500 children to the students of Doris Miller Elementary School, located at 4343 Shields Street in San Diego, at 10:30 a.m. on Friday, January 24.

“At Farmers, we believe in being smart and in planning for the future. By providing these ‘Blessings in a Backpack’ to the students of the Doris Miller School, we know that attendance will increase – that’s what we call smart thinking and wise planning for our future,” said Charles Browning, Head of Sponsorships and Corporate Giving.

For the fourth year in a row, Farmers Insurance has teamed up with Blessings in a Backpack to provide weekend meals to 500 children at Doris Miller Elementary. The Farmers Insurance Open, currently being played at Torrey Pines Golf Course, is a major contributor to the program generously hosted by the Century Club of San Diego.

“From the start, we have said that our sponsorship of the Farmers Insurance Open is about so much more than just golf. Farmers Insurance is strongly and passionately committed to giving back to the communities we are proud to serve, and we couldn’t be more proud of how this morning’s event is a clear demonstration of our commitment,” Browning added.

According to Doris Miller Principal Stacy Jones, 95 percent of the students have at least one parent who is either actively serving or recently retired from military service.

“In some cases, mom and dad are both deployed and a child is living with the grandparent,” she explains. “We’re thankful to Farmers Insurance for helping these families make ends meet.”

“We have enjoyed a wonderful partnership with the Doris Miller School and Farmers. Our backpacks give children the food they need during those times when free or reduced-priced school lunches are not available,” said Beth Bush, Director of Partnerships for Blessings in a Backpack. “We are honored to be starting our fourth year with Farmers Insurance and the Farmers Insurance Open and together, we can fight to end childhood hunger.”

About Blessings in a Backpack

Blessings in a Backpack, People Magazines Charity of 2012, is a results-oriented program that is designed to feed elementary school children whose families qualify for the federally funded National School Lunch Program and have little or no food on the weekends. Better test scores, improved reading skills, positive behavior, improved health and increased attendance have all been attributed to the success of this program. As little as \$80 feeds one American school child in our program for an entire 38-week school year. Blessings in a Backpack is currently feeding over 63,000 children in 45 states, the District of Columbia and 577 schools. Please visit www.blessingsinabackpack.org. We are Feeding the Future of America® – one school at a time.

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