

Farmers Insurance Presenting Sponsor at Insurance Industry Charitable Foundation's Women In Insurance Western Regional Conference on June 12

LOS ANGELES, June 4, 2014 /PRNewswire/ -- Farmers Insurance, one of the nation's largest multiline insurers, announced today its commitment to sponsor the Insurance Industry Charitable Foundation's 2014 Women in Insurance Western Regional Conference in Los Angeles, California, on June 12 at the Westin Bonaventure Hotel. The LA event is part of a series designed to provide an open environment for insightful discussions surrounding gender diversity in the field of insurance, women's leadership in the industry, and the changing workforce of the future.

"With America's consumer and employment markets continuing to evolve, women's leadership in the insurance industry is becoming ever more important," said Deborah Aldredge, Chief Administrative Officer for Farmers Insurance. "As one of the nation's leading insurers, we want to use the IICF Forum to continue breaking outdated cultural norms and to implement creative and transformative programs to develop and promote more talented women into positions of leadership."

Studies continue to indicate opportunities for growth among women in the insurance industry. The conference will highlight areas surrounding the changing workforce and the benefits of mentors and executive sponsors for those wishing to advance their careers in this field of work.

"At Farmers, we see diversity, particularly women in leadership and in core business functions, as a priority," said Erin Freeman, Chief Communications Officer at Farmers Insurance. "This focus is not just about meeting today's needs, it's also about preparing for what will be essential requirements to meet future demands."

To help Farmers Enterprise reach its goals, the insurer has initiated a number of efforts to raise awareness of what women can do to prepare themselves for opportunities in key leadership roles.

"Programs like our Women's Leadership Network and our growing partnership with STEM Advantage, which will help us source talented, technically-trained young people, are positioning us to be ready with strong, capable leaders into the future," said Laura Rock, Head of Human Resources for Farmers Insurance.

Forums like those organized by the IICF seek to provide industry leaders with the best practices and methods by using strategic insight from top presenters and leaders, within and outside of the insurance industry.

"Farmers Insurance has been a wonderful partner of the IICF," said Bill Ross, Chief Executive Officer of the nonprofit organization. "Their leadership, alongside all of our partners, is what will continue to drive change throughout the insurance industry."

The IICF is a registered 501(c)(3) organization established in 1994 and is directed and funded by the insurance industry. The organization helps communities and enriches lives by uniting the collective strengths of the industry to provide grants, volunteer service and leadership.

About Farmers Insurance

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 approximately 22,000 employees.

For more information about Farmers, visit its Web site at www.farmers.com or at www.facebook.com/FarmersInsurance.

About the Insurance Industry Charitable Foundation

The Insurance Industry Charitable Foundation was established in 1994 and is directed and funded by the insurance industry. The Industry Foundation helps communities and enriches lives by uniting the collective strengths of the industry to provide grants, volunteer service and leadership. The Industry Foundation has contributed over \$21 million and 179,000 volunteer hours to community nonprofits. IICF is a registered 501(c)(3) organization.

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