MediaRoom

Farmers Partners With G.I. Jobs to Assist Transitioning Military Members

Partnership Honors Military with Patriotic Car and Sweepstakes to Meet NASCAR Driver Kasey Kahne at November 9 Race in Phoenix

Pittsburgh, PA (July 7, 2014) – Farmers Insurance and G.I. Jobs® have announced a partnership to help support service members' transition to civilian careers. In celebration of the newly formed relationship, the companies paid tribute to America's military heroes with a special patriotic paint scheme on NASCAR driver Kasey Kahne's No. 5 Farmers Insurance Chevrolet SS for the July 5 NASCAR Sprint Cup Series race in Daytona Beach, Fla. The design featured the logo of G.I. Jobs, the premier print and digital resource for Army, Air Force, Marines, Navy, Coast Guard and National Guard veterans to find success in a civilian career.

"Providing support to our military members is not only the right thing to do, it's also a smart business decision," said Luisa Acosta-Franco, Head of Multicultural Recruiting and Field Support for Farmers Insurance. "We've taken notice that many current and former military members join the Farmers family and are extremely successful employees and agency owners, which speaks to their preparedness as a result of their military experiences."

Sean Collins, Vice President at Victory Media, publisher of G.I. Jobs, and a nine-year Navy veteran agrees. "The U.S. military has long represented a renewable pool of talent for companies both large and small. These young men and women are highly trained in the latest technology, taught to work as disciplined, mission-focused teams, and expected to learn and adapt quickly. That combination deeply resonates with the Fortune 1000 – our list of Military Friendly Employers® alone hired over 180,000 veterans within the last year. It's great to see an industry leader like Farmers make that same kind of commitment to hiring military talent."

The partnership between Farmers and G.I. Jobs is part of a larger military recruiting initiative by the leading multiline national insurer. "For us, it makes sense to partner with G.I. Jobs," said Acosta-Franco. "They stand out as being authentic in their mission to empower their audience of service members transitioning to post-military jobs with the tools they need to succeed."

Farmers is also offering special incentives for America's veterans in several states who may be interested in becoming Agency Owners. Those interested in obtaining additional details about the Farmers Agency Owner opportunity should contact Farmers at www.beafarmersagent.com, where potential candidates can also get in contact with a local district manager in their area who can walk them through the next steps.

Adding to the excitement of the day's events, Farmers also announced a special opportunity to meet Kasey Kahne and see him race in Phoenix on November 9, prior to Veterans Day. As part of the sweepstakes, one representative from each branch of the United States Armed Forces will be selected to attend the race. Current and former military members can learn more and enter for a chance to win at http://BeAFarmersAgent.com/AmericanHeroes through October 8.

About GI Jobs®
Owned and operated by Victory Media, a service-disabled, veteran-owned business that has served the military community since 2001, G.I. Jobs is the premier resource for military transition, distributed online and in print, serving the needs and providing guidance and direct connection to career and education opportunities for the nation's 400,000 service members who leave the military every year. Follow GI Jobs on Facebook at https://www.facebook.com/GIJobsMagazine and on Twitter @GIJobsMagazine.

About Military Friendly Employers®
The Military Friendly Employers designation process includes extensive research and a data-driven survey of companies nationwide. The survey, methodology, criteria and weightings are developed with the assistance of an Employers Advisory Board consisting of business executives from companies across the country, and independently tested by Ernst & Young LLP based upon the weightings and methodology established by Victory Media. The survey is administered for free and is open to all employers who wish to participate. Criteria for consideration and frequently asked questions can be found on our website: MilitaryFriendly.com.

Employers wishing to participate in this year's Military Friendly Employers process may send a survey request to contact@militaryfriendly.com.

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