

Rebuilding Homes, Rebuilding Lives

Farmers Insurance and Rickie Fowler Team up in Sea Bright, New Jersey to Bring Families Home
Sea Bright, N.J. (August 19, 2014) – Farmers Insurance teamed up today with PGA TOUR star and brand ambassador Rickie Fowler to work on a home destroyed by Superstorm Sandy. The team worked with Sea Bright Rising, a local extension of the St. Bernard Project, dedicated to rebuilding homes destroyed by the storm in 2012.

Fowler, alongside 30 Farmers employees and agents, helped install flooring, siding and trim at the home of Erik Lovgren. Lovgren, a long time Sea Bright resident, was displaced from his home nearly two years ago when the storm moved through. The home was damaged by strong winds and flood waters. Lovgren did not evacuate his home, rather he sat at the top of his stairwell and watched the waters flood his first floor. The activities today will bring Lovgren one step closer to returning home.

Today's event is just the latest of a series of activities launched by Farmers Insurance to help with recovery efforts following disaster:

- In May of this year, Farmers, released the Disaster Recovery Playbook, a compilation of best practices that communities, like Sea Bright, can employ to ensure full residential recovery following a disaster.
- In June, Farmers committed to provide essential assets, knowledge and volunteers to expedite the rebuilding efforts in Sea Bright through the end of the year.
- Throughout the summer, Farmers, has hosted a number of events inviting employees and agents to work on local homes in the Sea Bright area. Today's volunteers are in addition to the weekly volunteer commitment the national insurer has made to the recovery efforts.

"The community spirit and desire to bounce back in Sea Bright is amazing," said Jeff Dailey, CEO of Farmers Insurance. "We want to be here to help them through their recovery and get back to normal."

"The recovery effort in Sea Bright and the surrounding communities by Farmers and Sea Bright Rising is incredible and I'm lucky to have the opportunity to help," said Rickie Fowler. "I look forward to another opportunity to come back and help the residents of Sea Bright."

Follow Rickie Fowler's support of Sea Bright Rising via the custom hashtag #SeaBrightRising on Twitter and Instagram. Visit www.Farmers.com to learn more about Farmers work in this and other communities and how you can help. Become a fan of Farmers Insurance on Facebook and follow on Twitter @WeAreFarmers.

About Sea Bright Rising

Sea Bright Rising is a non-profit organization devoted to the relief of the needy and/or displaced and the general recovery of the town of Sea Bright, New Jersey as a result of the devastation created by Hurricane Sandy in the Fall of 2012. Sea Bright Rising has partnered with St. Bernard Project, a national disaster recovery nonprofit organization. This partnership has transitioned Sea Bright Rising's focus to the long-term recovery of the community and its residents post-sandy through a residential rebuilding program.

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