

Farmers Insurance Continues Partnership With PGA TOUR Player Rickie Fowler Farmers Announces 3-year Partnership Extension

SAN DIEGO, Feb. 4, 2015 /PRNewswire/ -- Farmers Insurance announced today a three-year extension with PGA TOUR player Rickie Fowler. As part of the extension, Fowler will continue to serve as a community ambassador and help support initiatives at the 2015 Farmers Insurance Open at Torrey Pines and nationally throughout the year.

Since Farmers began its relationship with the PGA TOUR in 2010, Rickie Fowler has been a huge supporter of his hometown event, the Farmers Insurance Open. Each year, Fowler hosts an open-to-the-public youth clinic with fellow Southern California native Charley Hoffman – among countless other events with the PGA TOUR Wives Association, The First Tee and more. Fowler has been an annual participant in University Day® and the University Day Challenge®, where nearly \$200,000 has been raised for college golf.

"It's such an honor to be able to help young golf fans, and I'm grateful to Farmers for giving me so many opportunities to give back. Last year I visited Oklahoma where I went to school and surprised young golfers who survived the tornado, which was such an amazing experience," said Fowler. "Thanks to Farmers, I also had the chance to help rebuild a home in Sea Bright, New Jersey, which really opened my eyes to the devastation that still exists after Superstorm Sandy."

After seeing first-hand the needs that still exist in Sea Bright, Fowler has committed his time and resources to giving back to the St. Bernard Project.

"Our relationship with Rickie is about much more than golf. It's based on shared values we each have to the community," said Mike Linton, chief marketing officer for Farmers Insurance. "We're thrilled to have Rickie by our side for another three years to bring new excitement to our efforts to strengthening communities where we do business. Most notably yesterday, Rickie helped us launch Thank America's Teachers and inviting America to join us on tour at www.ThankAmericasTeachers.com."

Farmers kicked off the program by honoring teachers at the Tee It Up! for Kids Youth Clinic on Tuesday with Rickie Fowler and Charley Hoffman for more than 300 kids from around the San Diego community. Inspired by the great work done by teachers every day, Farmers created the Thank America's Teachers initiative to celebrate educators from across America who give their time, talent and knowledge to ensure that our children become smarter and better prepared for the future.

Throughout the year, Farmers will give away more than \$1 million in educational grants, inviting America to help determine how to spend it by joining us at the bus or at www.ThankAmericasTeachers.com. Whether online or at one of our bus stops, if you have the email address of the teacher you wish to thank, your thank you will be delivered to the teacher in the form of an electronic postcard. It's a simple and fun way to let teachers know of the difference they make in our lives and that you're on tour with Farmers to thank America's teachers.

"At Farmers, we pride ourselves in having agents trained at our award-winning University of Farmers here in California. We strive to make our customers smarter about their insurance – the same way teachers give their students the power of smart every day," said Linton. "We're proud to continue our yearlong support through our partnership with Rickie Fowler, the Thank America's Teachers program and the Farmers Insurance Open."

About Farmers

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.

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