

High School Students Design New Series of Inspirational Racing Posters

Los Angeles, CA (February 19, 2015) – Extending its commitment to youth and education in a new and creative direction, Farmers Insurance, sponsor of the No. 5 Hendrick Motorsports team and NASCAR driver Kasey Kahne, has launched the Farmers Racing Art Series. The program is designed to provide young artists the opportunity to create a series of posters and smaller prints, known as “Hero Cards”, featuring Kahne and his team. The series, developed in collaboration with the Paseo Academy of Fine and Performing Arts, a Kansas City, Mo. public art school, invites student artists to design six posters based on racing and lifestyle themes, including: preparation/goal setting; teamwork; patriotism; family; speed; and victory.

Each student whose artwork is selected will receive a \$500 educational gift card, in addition to the opportunity for national exposure. Farmers Insurance will also make a donation to the school’s art program.

“We couldn’t have been more excited when Farmers Insurance approached us with this program,” said Dr. Dennis Walker, principal of Paseo Academy of Fine and Performing Arts. “This collaboration brings a real-world perspective and opportunity to the students’ lives, allowing them to showcase their talents to a large and passionate fan base, further demonstrating that good things happen to people who work hard.”

The first in the series of six pieces, designed by Talia Scruggs, a senior at the Paseo Academy was recently selected by Kahne and the No. 5 Hendrick Motorsports team. The piece includes a black-and-white sketch of Kahne, showcasing his blue eyes, set amongst a backdrop of words and phrases often used by the NASCAR racer to describe his team’s commitment and the qualities required to be a winner.

“I’m excited to be involved with Farmers partnership with the Paseo Academy of Fine and Performing Arts to create a series of unique hero cards and posters,” Kahne said. “Talia’s artwork was chosen from a talented group of students, and I look forward to seeing what other cool designs they come up with for our fans this season.”

The artwork will be available in the form of Hero Cards (small collectable prints) at the team truck (hauler), where fans with a garage pass will be able to get one free of charge. The artwork will also be available for viewing at <http://FarmersRacingArt.Tumblr.com>. The dedicated web site is also where fans can enter a weekly contest for a free, limited edition poster signed by Kasey Kahne.

For Farmers Insurance, this is another way to demonstrate its commitment to education and communities across the nation. Earlier this month Farmers launched the year-long Thank America’s Teachers program through which America can join a coast-to-coast tour to recognize the nation’s educators. Featuring an iconic yellow school bus that will tour the country in 2015, the Thank America’s Teachers program will engage with local communities to thank teachers and provide the public an opportunity to help a teacher apply for a \$2500 or \$100,000 grant.

“We continue to be inspired by the great work done by teachers every day,” said Mike Boyd, head of brand and sponsorships for Farmers Insurance. “Whether it’s through our Thank America’s Teachers program or our work with the Paseo Academy, we take great pride in helping people prepare for the future.”

About Kansas City Public Schools

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<https://newsroom.farmers.com/2015-02-19-High-School-Students-Design-New-Series-of-Inspirational-Racing-Posters>