

Farmers Life Celebrates #GivingTuesday by "Giving Back" to United Way of King County

MERCER ISLAND, Wash., Dec. 1, 2015 [/PRNewswire/](#) -- Farmers New World Life Insurance Company (Farmers Life) will present a check for \$30,000 today to United Way of King County in support of #GivingTuesday, an international effort to celebrate generosity and encourage giving.

"We are proud to support United Way of King County, which in turn supports #GivingTuesday, so many people in need in the Greater Seattle area," said John Henle, head of distribution at Farmers Life. "As a company with its roots in Seattle, our employees come from all over the Puget Sound area to work at our Mercer Island office. We are grateful to be able to give back to an organization that gives us so much."

In addition to an annual corporate contribution, Farmers Life employees give more than \$35,000 each year in United Way payroll deductions, and participate in the annual Day of Caring. This year, Farmers Life employees helped out at Teen Feed, a program providing meals and services to the city's at-risk youth; the Pregnancy and Parenting Support Center, which supports women, children and families with counseling and education services; and collected cash and boxes of toiletries for the United Way's Community Resource Exchange.

"We are working to build a community where people have homes, students graduate and families are financially stable," said Jon Fine president and CEO of United Way of King County. "It is thanks to dynamic partners like Farmers Life and their team of passionate and caring employees that we are able to achieve significant results in our community."

United Way is only one of dozens of local organizations that benefit from more than \$225,000 in Farmers Life corporate and employee contributions and 1,000 volunteer hours each year.

Following Black Friday and Cyber Monday, #GivingTuesday is a global day of giving. "Today is a chance to switch gears, to reflect on our abundance and renew our commitment to share our time, resources and talents to help address local challenges," said Henle. "We hope this gesture encourages other businesses and individuals to reach out today and throughout the year ahead."

About United Way of King County

United Way of King County brings caring people together to give, volunteer and take action to help people in need and solve our community's toughest challenges. We bring together people and organizations with the passion, expertise and resources to get things done. We take on challenges like ending homelessness, stabilizing families and giving every child an equal chance to succeed.

We invest in solutions and achieve results. In nearly every neighborhood in King County one can find examples of causes and organizations that United Way of King County supports. Thanks to our efficiency and operating endowment begun by the Gates Family, **98 cents** of every donated dollar goes directly to community needs. Find us online at uwkc.org, [Facebook.com/unitedwaykc](https://www.facebook.com/unitedwaykc) or Twitter [@unitedwaykc](https://twitter.com/unitedwaykc).

About Farmers Life

Farmers New World Life Insurance Company employs more than 500 people in its home office on Mercer Island, servicing more than 1.6 million policies in force and underwriting nearly \$260 billion of life insurance coverage in 2014.

For more than 100 years, customers have turned to Farmers Life to help protect the financial security of their

loved ones, the continuity of their businesses and the stability of their retirement incomes.

New World Life Insurance Company was founded in Spokane, Wash., in 1910, and moved its home office to Seattle in 1930. In 1942, New World Life purchased the Alaska Building, Seattle's first skyscraper.

In 1953, Farmers Underwriters Association purchased the company and renamed it Farmers New World Life. The company moved to Mercer Island in 1958 and settled in its current location on 77th Ave. in 1982.

Farmers Life is associated with Farmers Insurance Group of Companies®, one of the nation's largest insurance groups, providing home, auto, business and life insurance, annuities and financial services.

Find us online at Farmers.com, Facebook.com/FarmersInsurance or Twitter [@wearefarmers](https://Twitter.com/wearefarmers).

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