

MediaRoom

Farmers Insurance Announces 'Suits for Soldiers' Campaign Milestone; Collection of More Than 70,000 Suits and Business Attire

WOODLAND HILLS, Calif., Jan. 24, 2017 /PRNewswire/ -- Farmers Insurance®, an organization founded by two World War I veterans in 1928, today announced the collection of more than 70,000 pieces of business attire as part of its national Suits for Soldiers campaign to help active duty military personnel who have served our country while they transition to the civilian workforce.

As part of the 8th annual Farmers Insurance Oper®, a group of Farmers® executives and employees were joined by local San Diego veterans, and PGA TOUR players Rickie Fowler, Brandt Snedeker and Ben Crane, to announce the campaign's milestone. The support of the players, their apparel partners and PGA TOUR employees contributed to Farmers Insurance reaching this important goal.

"We have a proud tradition of working with veterans to assist with their transition from active duty responsibilities to the civilian workforce," said Jeff Dailey, CEO of Farmers Insurance. "As a recognized military-friendly employer, we understand the value of the training, skills and work-ethic of veterans and how that benefits business."

More than one million military personnel will make the transition from the military in the next couple of years, according to the Department of Defense office of Employer Support of the Guard and Reserve, and many of these veterans may not own appropriate business attire to go to networking events, interviews or even to work. Suits for Soldiers started with a goal of collecting 50,000 items that can help create an easier transition for veterans into the civilian workforce. The total now exceeds 70,000 pieces of attire.

"It's an honor to be able to help support our nation's veterans and give back with Farmers in any way that I can," said Farmers Insurance Brand Ambassador, Rickie Fowler.

Named a top 150 military employer and one of the top 50 military spouse employers by MilitaryFriendly.com, Farmers is collaborating with Team Rubicon, a national nonprofit organization dedicated to uniting teams of veterans and first responders, to aid in already robust catastrophe response efforts. In 2014, Farmers signed a statement of support with the Department of Defense office of Employer Support of the Guard and Reserve (ESGR), committing to seek ways to increase opportunities for guardsmen, reservists and veterans. Farmers also has an active veteran employee resource group, which helps provide important networking and career development opportunities for its employees.

Visit www.agents.farmers.com to find your nearest agent. We also encourage veterans to visit www.farmers.com/careers/veterans-resources/ for additional resources to aid in the transition to the civilian workforce.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies, across all 50 states, through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange®, the largest of the three primary insurance insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2016 Fortune 500 list. For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or Facebook.com/FarmersInsurance.

Media Relations

Phone: 818-965-0007

Email: mediarelations@farmersinsurance.com

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