

Farmers Insurance® Extends Relationship With PGA TOUR Player Rickie Fowler

LOS ANGELES, Oct. 19, 2017 /PRNewswire/ -- Farmers Insurance announced today the brand's relationship with PGA TOUR player Rickie Fowler has been extended for three years (2018-2020). Fowler has been a brand ambassador since 2012 and will support the Farmers® community and marketing initiatives during the Farmers Insurance Open® and throughout the year.

Over the last five years Farmers and Fowler have joined in key philanthropic activities through the Farmers Insurance Open, where they co-hosted the Tee it up! For Kids Youth Clinic, and on disaster recovery initiatives in communities in need including Moore, Oklahoma and Sea Bright, New Jersey.

Fowler has been featured in the Farmers "We Know From Experience" advertising campaign, including the recent "Chauffeur Terrier" television commercial, along with other digital marketing platforms.

"I'm excited to extend my relationship with Farmers and am grateful for our longstanding relationship," said Fowler. "We've had the opportunity to positively impact a number of communities and youth, develop fun and entertaining content and I couldn't be more proud to be part of the Farmers family."

"Our relationship with Rickie is about more than golf, it's based on shared values we each have to giving back and helping others," said Leesa Eichberger, head of brand marketing for Farmers Insurance. "We're proud to have Rickie by our side in support of our community, brand and corporate efforts."

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 nationally 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 insurers that are part of the Farmers Insurance Group of Companies®, is recognized as one of the largest U.S. companies on the 2017 Fortune 500 list.

For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or Facebook.com/FarmersInsurance.

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