

Farmers Insurance® Honors First Responders Atop the Insurer's 2018 Rose Parade® Float

WOODLAND HILLS, Calif., Dec. 28, 2017 /PRNewswire/ -- Farmers Insurance® will celebrate its float "Honoring Hometown Heroes" at the iconic Rose Parade on January 1, 2018. As an organization founded by two World War I veterans, Farmers® has a long tradition of supporting those who selflessly risk their lives to help serve others.

"We felt it was especially poignant to recognize first responders who put others before themselves, especially in light of their efforts in saving countless lives and communities impacted by natural disasters in 2017," said Leesa Eichberger, head of brand marketing for Farmers Insurance. "For 90 years, Farmers has given back to the communities where our agents and employees live and work. This year's float demonstrates Farmers deep-rooted tradition of recognizing first responders who serve those communities every single day."

Inspired by the 2018 Rose Parade theme "Making A Difference," the Farmers float depicts a scene from a small-town parade that features a classic convertible command chief vehicle, and a classic red fire truck, both transporting real-life first responders, as well as Farmers agents and district managers. Adorned with a rich assortment of lush, fresh flowers and thousands of vibrant colored roses, the float truly celebrates the men and women who heroically serve their communities and country.

Atop the Farmers float will be first responders from various agencies across California. Those first responders include: Pasadena City Fire Captain and Paramedic Matt Wickham; Pasadena City Fire Engineer and Paramedic Tony Rogers; Pasadena City Firefighter and Paramedic Rich Roldan; Lake County Sheriff Brian Martin; California National Guard UH-60 Black Hawk Crew Chief Sgt. Anthony Orduno; Irwindale Police Department Officer Lucy Aguilar; CAL FIRE Division Chief Nick Schuler; and, Assistant Director of Fire and Aviation Management for U.S. Forest Service Trudie A. Mahoney. Joining the first responders is Executive Director of the Los Angeles Regional Crime Stoppers, Natalie Salazar.

Also riding the float will be Tyler and Leavey Award recipients, an award created in 2015 to recognize the extraordinary achievement of Farmers agents and district managers. The 2018 recipients include Farmers agents Christian Slayton of Albuquerque, New Mexico; Paul Harrington of Moore, Oklahoma; George Wen of San Diego, California; and, district managers Timothy Ahearn of Mesa, Arizona; Marte Formico of San Jose, California.

In addition, Farmers agent of the year, David Sewell of Pasadena, Texas; district manager of the year, Greg Windham of Irving, Texas; district manager of the year, Dan Brown of Pleasant Hill, California; and, Hall of Fame Farmers agent, Rick Schnider of Las Vegas, Nevada.

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 insurance insurers that make up Farmers Insurance, 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.

About the Pasadena Tournament of Roses®

The Tournament of Roses is a volunteer organization that hosts America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Northwestern Mutual and a variety of accompanying events. 935 volunteer members of the association will drive the success of 129th Rose Parade themed "Making A Difference," on Monday, January 1, 2018, followed by the College Football Playoff Semifinal at the 104th Rose Bowl Game. For more information, visit www.tournamentofroses.com.

Contacts:	Trevor Chapman
	805-404-8417
	trevor.chapman@farmersinsurance.com

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