

Farmers[®] Press

IMMEDIATE RELEASE

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FARMERS INSURANCE HELPS ROSE PARADE[®] BANDS DRUM UP DONATIONS

Money will help Ohio bands travel to Rose Parade[®]

COLUMBUS, OH (May 4, 2009)— Farmers Insurance Group of Companies, the Official Supporter of the Rose Parade[®] bands, is helping two Columbus area schools drum up financial support to travel the 2010 Rose Parade[®].

On Tuesday May 5, 2009 students from the Ohio State School for the Blind, one of the bands chosen to play in the 2010 Rose Parade, will perform the National Anthem at the legislative conference at the Statehouse Atrium. Farmers will present the Ohio State School for the Blind with a \$500 dollar check to help offset travel expenses related to Rose Parade travel during a special presentation at the Atrium at 10:00am.

“These young musicians have an exceptional story to tell of overcoming great odds to showcase even greater talent,” said Steve Andersen, State Executive Director of Farmers Insurance in Ohio. “Helping these students experience the thrill of marching in the Tournament of Roses[®] Parade is a true ‘high note’ for all of us at Farmers.”

To help Pickerington Central High School band raise money for Rose Parade travel expenses, Farmers will offer rides in its hot air balloon, ‘ExtrordinAir’ on Tuesday, May 5, 2009 from 4:00 pm until 7:00 pm at Pickerington Central High, located at 300 Opportunity Way Pickerington, Ohio 43147.

“For these students, we are literally helping their dreams take flight,” said Charles Browning, Vice President of Community Branding for Farmers Insurance. “We are here to support them from the ground up all in the spirit of high flying accomplishment.”

“This year’s Tournament of Roses[®] theme is [‘2010: A Cut Above the Rest’](#) and by stepping up to support these high school bands, Farmers is proving it really is a cut above the rest,” said Gary DiSano, 2010 president of the Tournament of Roses[®]. “As much as this is an honor for these bands, it can also be a financial burden to pay for the expenses. Farmers’ commitment will kick-start the fund-raising efforts for many of these bands.”

Farmers Insurance is the [Official Supporter of Roses Parade[®]](#) bands. This is the 51st year Farmers has been involved with the Rose Parade. In 2009, the Farmers float proudly won the Craftsman trophy for Outstanding Showmanship.



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