

Be a Hero for Babies Day

March of Dimes Foundation

Michigan Chapter Office
27600 Northwestern Hwy., #150
Southfield, MI 48034
Telephone (248) 359-1574
Fax (248) 213-4923
cyates@marchofdimes.com

marchofdimes.com

Char Yates
Communications Coordinator

“Be a Hero for Babies Day” Raises \$90,000 in Michigan -so far for Stronger, Healthier Babies *Farmers Insurance Group Teams with March of Dimes*

(Howell, MI, June 10, 2008)—On June 3rd, Michigan rose to the occasion and became heroes for babies. For the third consecutive year, Farmers insurance agents led efforts in Michigan and across America for the company’s “Be a Hero for Babies Day,” raising more than \$2 million nationwide. The money will support March of Dimes research and education to help moms have full-term pregnancies and healthy babies.

Last year, Farmers raised \$2.7 million in a historic one-day fund-raising effort, exceeding their goal. So far, over \$90,000 has been raised by Farmers in Michigan, and we are on track to raise \$140,000 this year!

Hundreds of Farmers agents in Michigan contributed to this noteworthy philanthropic achievement. Dan Schrock, Farmers State Executive Director said, “Farmers agents are doing their part to help the March of Dimes improve the health of babies. It’s our goal to bring babies back to where they belong - healthy and strong,” he said.

Michigan Farmers Agents turned out to build a brighter future for all families by having Farmers Golf outings at Heather Highlands on May 30th and on June 6th in Jackson, A *Texas Holdum Tourney* in Kalamazoo from May 22nd through May 25th, a car was at O’Tooles in Novi on May 31st. and a BBQ/can & coin drive in Lansing on Be A Hero for Babies Day - June 3rd. On Friday, June 27th at Kicks & Sticks in Howell, the first annual “Dodging Balls for Babies” dodge ball tournament will take place. It is a district vs. district tournament with the winning team earning a dinner hosted by the state office leadership team.

Every year more than half a million babies are born prematurely. Many are too small and too sick to go home. Instead, they face weeks or even months in the neonatal intensive care unit. These babies face an increased risk of death and serious medical complications. Most will eventually go home and many survivors grow up healthy. But others aren’t so lucky. Even the best of care can’t always spare a premature baby from lasting disabilities.

MORE



FARMERS



Be a Hero for Babies Day

"Be a Hero for Babies Day" Raises \$2 Million - 2-

"On behalf of the babies and families who will benefit from your compassion and commitment, the March of Dimes wants to thank everyone who met the challenge of "Be a Hero for Babies Day" and made it a success," said Dr. Jennifer L. Howse, president of the March of Dimes. "Farmers agents and their supporters are all heroes for the more than half million babies born too soon and we thank them for their generosity."

Farmers matched all donations made on marchofdimes.com/farmers up to \$250,000.

As the nation's third-largest personal property and casualty insurance group, Farmers is committed to improving the communities where their customers, agents and employees live and work. Farmers' commitment to the March of Dimes spans more than a decade and includes more than \$12 million to "get babies back where they belong - healthy and strong."

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for BabiesSM, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit marchofdimes.com or nacersano.org.

###



FARMERS

