



Bankers Insurance Group

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## PRESS RELEASE

DATE: January 10, 2008

RE: Bankers Insurance Group selects St. Baldrick's Foundation as charity of choice

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### **BANKERS INSURANCE GROUP SELECTS ST. BALDRICK'S FOUNDATION AS CHARITY OF CHOICE**

Bankers Insurance Group's Casual For a Cause charity program has its associates in competition and the latest charity of choice – St. Baldrick's Foundation – is no exception. "After watching the incredible BIG Frontal Attack team raise nearly \$20,000 for breast cancer," says St. Baldrick's Foundation event coordinator and Bankers associate, Jake Beach, "I thought what a neat idea it would be to do St. Baldrick's Foundation as our next corporate charity. They raise money for children's cancer research. One of our own associates, Luisa Palmer, has experienced childhood cancer firsthand. Her daughter Zareth – who is happily in remission since 2004 – was diagnosed with stage 4 Neuroblastoma at the age of one. Stage five is terminal so she was in very bad shape," Beach said. Zareth is now a healthy 7-year-old and Beach felt it amazing to think it could hit so close to home.

So far, Beach has commitments from eight men (seven of whom work at Bankers) to shave their heads in the name of fundraising. Ron Metzler, Michael Ramirez, Jason Esquinaldo, William Carroll, George Spore, Bill Gray and Jake Beach will become "shavees" on March 22 at Tim's Barbershop at 2520 Martin Luther King Blvd. "We make light of this by doing something so goofy to get the attention, but kids like Zareth will truly benefit from research. We aren't limiting this to men, by the way," Beach points out. "There have been women who have shaved, too."

Of course, Bankers associates already participate through the Casual for a Cause charity. Casual for a Cause deducts \$2 per Bankers paycheck on a voluntary basis in return for the right to wear blue jeans on casual Fridays. The group donation brings in about \$5,000 every six months.

Each shavee will have a web page where donations can be made in their name. All donations will be credited to the Bankers Baldies Team. "Our goal this year is \$20,000 and we plan to host events similar to Frontal Attack," Beach continues. "We're doing a bake sale and an ice cream social as ways of earning more money for the charity."

### **About St. Baldrick's**

St. Baldrick's is the world's largest volunteer-driven fundraising event for childhood cancer research. Thousands of volunteers shave their heads in solidarity of children with cancer, while requesting donations of support from friends and family.



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Volunteers and donors see it can be fun to support a serious cause. Young cancer patients and survivors see how many people care. And researchers see St. Baldrick's funds helping to find cures!

Tens of thousands of volunteers make St. Baldrick's happen, with the leadership of a board of directors and the support of a small staff. Volunteers organize each event, coached and equipped by the Foundation.

The 2008 season is expected to be another fantastic year for raising funds to fight childhood cancer by shaving heads. This is the 9th year of St. Baldrick's events, and the 4th year of existence for the independent St. Baldrick's Foundation.

Since the first event in 2000, St. Baldrick's volunteers have raised over \$34 million for life-saving research and 2008 promises even more exciting progress. Every child, teen, and family deserves our very best effort to cure childhood cancer, and that's just what they'll get from the St. Baldrick's community!

Bankers Financial Corporation, a holding company for Bankers Insurance Group and Bankers Business Group, was founded in 1976. The organization has grown from a small insurance company to a diverse corporation known for its innovative insurance products and superior customer service.

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