



Bankers Insurance Group

Bankers Business Group

PRESS RELEASE

DATE: March 10, 2008

RE: The Bankers Baldies Get Shaved for Charity

CONTACT: Media Relations
727-823-4000, x4716
media@bankersinsurance.com

BANKERS INSURANCE GROUP ASSOCIATES, THE "BANKERS BALDIES," GET SHAVED FOR CHARITY

Seventeen Bankers Baldies, the charity group started by associates at Bankers Insurance Group, showed up at Tim's Barber Shop last Saturday and followed through on their promise to shave their heads and help conquer kids' cancer for the St. Baldrick's organization.

"Over the last few months, Bankers associates have donated an amazing \$27,351 for Bankers Casual for a Cause," says an excited Jake Beach. Beach, an associate at Bankers, has coordinated fundraising activities – including the shaving day, bake sales and raffles – for St. Baldrick's. "Donations are still coming in to help fund research for children's cancer, so it's never too late," he adds.

Despite the downpour Saturday afternoon, the crowds showed up; nearly 100 people came to support the shaves. "We had such a good time," Beach recalls. "With Channel 10 news camera rolling, Joanne Lee, our only female team member, went first." Joanne's daughter [Sam](#) (who you may recall was the little girl that Jake took flowers to on Valentine's Day) cried as the clippers ran that first swipe. "Sam has Acute Lymphoblastic Leukemia," Beach says. "The emotions got a little intense." Corporate Communications' Jason Esquinaldo, who was also having his head shaved, agreed. "It was hard to watch that little girl cry," Jason said. "It was heartbreaking and it really reminded us why we were there."

"When Joanne was all done, the whole place applauded," Beach continued. "That moment was one of the highlights of the whole day." Holland Houtz and his 5-year-old son, Liem, who also has A.L.L., had their heads shaved as well.

Everyone enjoyed wings, quesadillas and fries which were donated by Beef O'Brady's and Wings. Along with Jake and Jason, Ron Metzler, Bill Gray, Michael Ramirez, William Carroll, George Spore, Murphy Bradshaw and Dan Salliotte also shaved their heads, along with several non-Bankers Baldies. In addition, several Bankers associates volunteered and showed up to offer support.

"It's difficult to express in words the amount of gratitude and pride I am still feeling for being a part of such a great team," Beach continued. "The

PO Box 15707

St. Petersburg, Florida 33733-5707

800-627-0000

727-823-4000



Bankers Insurance Group

Bankers Business Group



PO Box 15707

St. Petersburg, Florida 33733-5707



800-627-0000

727-823-4000

www.bankersfinancialcorp.com

PRESS RELEASE

shavees, volunteers and almost everyone in the Company all joined this fight against childhood cancer. I know we made a difference in some lives, both directly and indirectly.”

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.

Visit Bankers web site at www.bankersfinancialcorp.com.