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**GRAND RAPIDS ART MUSEUM EXPANDS SCHOOL TOUR PROGRAM WITH SUPPORT
FROM FARMERS INSURANCE GROUP**

*Platinum Business Sponsor Gift of \$10,000 Allows GRAM to Expand Free Tours Beyond GRPS
to Additional School Districts*

GRAND RAPIDS, Mich., October 5, 2009 – The Grand Rapids Art Museum (GRAM) is pleased to announce the expansion of its third grade tour program, a result of generous support from Farmers Insurance Group. The gift, at the Platinum Business Sponsor level of \$10,000, will fund 2500 students who might not otherwise have the opportunity to experience the Art Museum and its collection.

The current partnership with Grand Rapids Public Schools offers a trip to the Art Museum, a docent-led tour, and an educator-led studio workshop to all third graders in the Grand Rapids Public School system. GRAM provides students a chance to examine original works of art in an engaging setting. Teachers are provided with pre-tour materials designed to link the museum experience to their classrooms. These packets model instructional strategies for analyzing and discussing works of art from the permanent collection, provide lesson plan ideas, and include other content to assist in preparation for their visits.

The materials, docent-led tour, and hands-on art making activities in the garden room and lower level education studio are offered at no charge to the school or students. In light of diminishing resources and funding cuts faced by many districts, this program provides a more diverse audience of area students with increased access to the unique learning that can only occur at the art museum.

With funding from Farmers Insurance Group, the Art Museum is able to expand this popular program to additional school districts in Kent and Ottawa counties. A need-based evaluation of each district's student body is in process, and the newly expanded program will be rolled out in the coming months according to the study results.

For more information on GRAM educational activities, please visit the website at artmuseumgr.org or call the Education Department at 616-831-2928.

About Farmers Insurance Group®

Farmers Insurance Group® is the third largest property and casualty insurance group in the country. Along with Foremost®, a member of the Farmers Insurance Group of Companies®, the insurance group provides Personal Lines, Personal Specialty Lines and Commercial Lines insurance coverage. With an extensive portfolio of products, superior claims service and solid experience since 1928, it's easy to see why so many customers consider the Farmers companies the right choice for their insurance.

In addition to Foremost, other Farmers' affiliated companies include Bristol West®, Zurich Small Business® and 21st Century Insurance.

About the Grand Rapids Art Museum

The mission of the Grand Rapids Art Museum (GRAM) is to provide a gathering place where people of all ages and backgrounds can enrich their lives through interaction with works of art in a thought-provoking and creative way. Established in the heart of downtown Grand Rapids, the new art museum is internationally known for its distinguished design and Gold LEED certified status. Established in 1910 as the Grand Rapids Art Association, the Art Museum has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,000 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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