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NEWS FOR IMMEDIATE RELEASE

Contact Name: Doug Griffith
Northeast Zone
555 Southpointe Blvd.
Canonsburg, PA 15317

Phone: 724-743-4961
Fax: 724-743-7402

Friends of the Riverfront receives boost to aid Riverfront Trail Signage
State Farm® grants \$5,000

Pittsburgh, PA May 7, 2010 – The State Farm Green Neighbor Challenge announced that Friends of the Riverfront will receive a \$5,000 award. The Southpointe Operations Center Dream Green Team was one of five teams selected as “Best of the Best.” A formal check presentation will take place on Tuesday, May 11, 2010, 11:30 a.m., at the Friends of the Riverfront headquarters, 33 Terminal Way, Pittsburgh – media is invited.

The Team’s project was chosen “Best of Best” because of their focus on environmental impact, economic improvement and social impact. The Southpointe Operations Center Dream Green Team was selected for their project as described below:

The team discussed various projects that would be both feasible and possible to complete. Our first project was a coat and blanket drive. Rather than discarding unused winter coats and blankets, an area was designated to be used as a drop off. In a short amount of time, we had accumulated over 70 coats and 50 blankets. These items were then donated to the Washington County Salvation Army. The team’s second project was to provide recycling containers in both the 3rd and 4th floor break rooms. Team members made arrangements with the waste management company who handles waste pickup at SPOC, to empty the containers when full and dispose of the recycled material in the proper manor where it can be reused. Third, we are notifying SPOC employees quarterly where they can take hard to discard items; paint, tires, batteries etc. Last, the team is in the process of setting up designated areas where co-workers can drop off dead small batteries where they can later be disposed of properly instead of being tossed into local landfills where they will eventually leak causing damage to the soil and possibly small streams and water ways. The team selected Friends of the Riverfront because it seemed like a good fit in that the donated money would benefit a large group of people in the area. The Friends of the Riverfront encompasses many surrounding counties. They develop trails and walkways along the various river fronts among other things. The team thought it would have the best beneficial impact out of the charities we considered.

Friends of the Riverfront is fortunate to have a great corporate partner in State Farm. Together we can increase awareness and engagement with the Pittsburgh region’s rivers and riverfronts through activities, stewardship and expansion of water and land trails. We encourage everyone to visit us online at www.friendsoftheriverfront.org to learn about what’s happening and how to get involved on a riverfront near you.

The Green Neighbor Challenge encouraged employees to form a Green Team and select a project that focused on an environmental issue such as recycling. The

Southpointe Operations Center had one teams competing with teams from across the U.S. and Canada.

“State Farm is already an environmentally responsible Enterprise” said Doug Griffith, spokesperson for State Farm. “There are many more things we can do to benefit the environment both at work and in our communities. The Challenge was one way we encourage our employees to make a different through their actions.”

Visit the State Farm Green Space™ on statefarm.com for more information about what Sate Farm is doing to be an environmentally responsible Company.

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