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PRESS RELEASE

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RE: Bankers Creates B.I.G. Hearts Walking Team for American Heart Association

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BANKERS INSURANCE GROUP CREATES B.I.G. HEARTS WALKING TEAM FOR AMERICAN HEART ASSOCIATION

As part of their Casual for a Cause program which has raised tens of thousands of dollars for charity in the past few years, Bankers Insurance Group associates have teamed up with the American Heart Association for the end of 2008. The B.I.G. Hearts walking team will soon begin practicing for the big walk on Saturday, November 8. To date, 36 Bankers associates have joined the team. The goal is an impressive \$30,000. All proceeds will go directly to the American Heart Association.

Casual for a Cause is a program that allows associates to wear jeans on Fridays for a fee that is donated to charity. The charities change semi-annually. Bankers associates have been taking it upon themselves to do even more – like the heart walk – to increase the number of dollars donated for their charities.

Associates also participate in fundraising activities, bake sales, volunteering and more.

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.bankersinsurance.com.