

PRESS RELEASE
FOR IMMEDIATE RELEASE

Media Contact: Mary Anderson
310-526-7427
info@mothershipcreative.com

Mothership Creative takes the lead, teams up with Farmers Insurance on claims leadership conference.

Newbury Park, California (March 15, 2012) – Southern California based creative agency, Mothership Creative, is teaming up with Farmers Insurance to produce a 3 day event to be held at the Sheraton Marina in San Diego, California.

In an effort to align their goals for the future, the HelpPoint Claims Services branch of Farmers Insurance is bringing together its top leaders from all over the country for their 2012 LEAD! Meeting. The conference will focus on leadership and unleashing passion.

Nestled at the edge of the San Diego Bay, the Sheraton San Diego Hotel & Marina has extensive conference facilities ideal for business functions. Farmers feels that the hotel, as well as the welcoming, scenic environment of San Diego is the perfect place for its leaders to come together and learn.

Mothership Creative is handling everything for the LEAD 2012! event, including managing locations and meeting needs, staging, creation and projection of complex multimedia content, live performances, and creative content.

Mothership President and CEO John Mulhall explains, "Our job is to communicate Farmers' story to their top leaders in a compelling, and most of all, memorable way. Our familiarity with the Farmers corporate culture becomes invaluable. Everything we're facilitating, from the general sessions to the evening activities, is geared toward fostering an environment of communication, interaction, and learning."

Mothership Creative is an independent creative agency, providing creative consulting, brand development, design, and production services.