



PRESS CONTACTS:

Rachel Loya
Airship Ventures
(P) 650-969-8100 x 150
(E) rloya@airshipventures.com

Nathalie Cano
KRT Marketing for Airship Ventures
(P) 925-284-6255
(E) Nathalie@krtmarketing.com

**The Farmers Airship Invites the Public
to Homecoming Celebration at Moffett Field**

World's largest Zeppelin returns from historic six-month, cross-country tour

Tweet it: @AirshipVentures invites public to Farmers Airship's homecoming 11/3 12pm @ Moffett Field - send off, prizes + more <http://on.fb.me/thyQza>

MOFFETT FIELD, Calif. Oct. 27, 2011– The Farmers Airship celebrates her return to the Bay Area after a history-making six-month, cross-country journey, by hosting a homecoming event on Thursday, Nov. 3 from 12 noon to 1:30 p.m.

Open to the public, the free festivities include a meet-and-greet with members of the airship crew, and drawings for Zeppelin-related souvenirs and prizes, including a ground tour of the airship and a complimentary flight for two on the airship. Weather permitting, the event will conclude with a send-off of an airship flight. Fans are encouraged to enter at the Ellis Street gate at Moffett Field (off the Ellis Street exit on Highway 101). Guests will need to show a Government issued ID at the gate before proceeding to building 158 near the air traffic control tower. For more information and detailed directions visit www.airshipventures.com.

During the *Farmers Airship Covering Communities Tour*, the Zeppelin barnstormed across the Southern, Mid-Atlantic and Midwestern United States, traveling more than 11,000 miles, flying in the skies of half of the nation's states and hosted more than 2,300 passengers. Not only was the Farmers Airship the first-ever Zeppelin to undertake such a journey, she achieved other historic firsts including being the first Zeppelin Airship above Manhattan in more than 70 years and becoming the first Zeppelin to visit Lakehurst Naval Air Station since the Hindenburg.

"While I'm proud of the history we made and the records we set, I think the most memorable part of the tour was seeing the joyful affect the airship had on the public," said Airship Ventures CEO Brian Hall. "Tens of millions of Americans saw us flying as an ambassador for Farmers Insurance and the overwhelming welcome we received in each city proved how much pride and enthusiasm the airship generated. There's not a more exciting place for us to share that joy than here in the Bay Area and we can't wait to welcome the public to share in the Zeppelin experience."

Media interested in attending the event can contact Nathalie Cano nathalie@krtmarketing.com / (925-284-6255) by Wednesday, Nov. 2.

Weather permitting, the Farmers Airship will depart at the conclusion of the event at 1:30 p.m. from Moffett Field. Updates regarding the event and event timing can be found at www.facebook.com/airshipventures. The event kicks off a new season of flights for the world's largest airship; tickets for Bay Area flights and group charters are available by calling 650-969-8100 X 111, or by booking online at www.airshipventures.com/tickets.

About the Farmers Airship

Stretching 15-feet longer than a standard Boeing 747 and 50-feet longer than the largest blimp, the Farmers Airship, the Zeppelin *Eureka*, is the world's largest airship at 246-feet in length. Owned and operated by Airship Ventures, Inc., the airship is one of only two Zeppelins commercially flying in the world today and features the largest logo ever used in Farmers' history. Larger than most homes, the decal is comprised of 697 sheets of vinyl totaling almost 4,850 square feet and measuring approximately 185-feet long by 30-feet high on either side of the Zeppelin. Farmers' iconic blue and red shield measures 30-feet high by 50-feet wide, while the 17-foot tall letters spelling out the company name stretch over 105 feet. When not flying in support of Farmers events in communities around the country, the Farmers Airship is based in California and offers passenger flightseeing tours above San Francisco, Silicon Valley, Los Angeles and San Diego.

About Airship Ventures, Inc.

Founded in 2007 in California, Airship Ventures, Inc., operates the only commercial passenger airship operation in the United States, featuring the Zeppelin *Eureka*, the world's largest airship. The Zeppelin's spacious cabin comfortably accommodates one pilot, one flight attendant, and 12 passengers, with luxury features including oversized panoramic windows, an onboard restroom with window, and a 180-degree rear observation window and "love seat" that wraps the entire aft of the cabin. Using the inert gas helium for lift, and vectored thrust engines for flight, Zeppelin NTs have been flying since 1997 with an unparalleled safety record. For more Airship Ventures news, follow the company on Facebook at www.facebook.com/AirshipVentures or [@AirshipVentures](https://twitter.com/AirshipVentures) on Twitter.

About Farmers Insurance Group

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit our website at www.Farmers.com.

The Farmers name and logo appear on the airship, but Farmers has no ownership interest in Airship Ventures, Inc. and does not operate the airship. Any agreement to fly on the airship is strictly between the passenger and Airship Ventures, Inc. Like any form of travel, there are inherent risks in flying in an airship. Farmers is not responsible for any injuries, damages or losses suffered, or any claims that might result, while flying in or using the airship.