



American Forest Foundation



Press Release

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Environmental Education Grants to Benefit Esurance Towns Schools and Youth Groups Targeted in Arizona, California and Colorado

Washington, D.C. - The American Forest Foundation and Esurance announced today that they will award grants to schools and youth groups for community-based learning projects focusing on the environment in three areas where Esurance has offices: Phoenix, AZ; Sacramento, CA; and Denver, CO.

The grants are administered by Project Learning Tree, the long-established environmental education arm of the American Forest Foundation, through a program called *GreenWorks!* These grants give students a chance to apply classroom learning to community projects by partnering with local businesses and organizations. Examples of *GreenWorks!* grants include school gardens, recycling projects, and nature trails.

"We're thrilled to see Esurance continuing to invest in our PreK-12 environmental community-action projects that have already proven so successful," said Kathy McGlauffin, Senior Vice President of Education for the American Forest Foundation. "Previous *GreenWorks!* grants funded by Esurance prompted a lot of students to stand up and take a leadership role in improving their schools and communities."

Dr. Molina Walters, a Professor of Education at Arizona State University and recipient of a 2008 *GreenWorks!* Esurance grant awarded in February this year, said "Our GreenTeam students from Chaparral Elementary School love getting outside and investigating their local environment through this project. These fourth, fifth and sixth graders are trained to act as interpreters for school field trips to a local riparian preserve and they have inspired their fellow classmates to join with them on a recycling project at their school." She noted that funding through *GreenWorks!* enabled this partnership between Arizona State University students and the Gilbert Riparian Institute to "help elementary school students gain lifelong skills for how to mentor and teach others about environmental issues and lead future environmental projects within their community."

Esurance, the direct-to-consumer personal auto insurance company, said it supports *GreenWorks!* because it combines education with on-the-ground benefits for the environment. "We love this program," said Kristin Brewe, Esurance's Director of Brand and Public Relations. "It challenges young people to think creatively about how they can become environmental stewards where they live. We all want livable, healthy communities, and *GreenWorks!* gets schools, kids, and communities working together to make that happen."

Applications for grants up to \$6,000 from schools and youth groups in the metropolitan areas of Phoenix, Sacramento, and Denver are due on January 30, 2009. For more information on the grant criteria and to download an application, go to www.forestfoundation.org/greenworks_esurance.html.

Project Learning Tree® (PLT) is the environmental education program of the American Forest Foundation. PLT provides educators with comprehensive environmental education curriculum resources that can be integrated into lesson plans for all grades and subject areas. PLT teaches students "how to think, not what to think" about complex environmental issues, and helps students learn the skills they need to make sound choices about the environment. Developed in 1976, PLT has an international network of more than 500,000 trained educators using PLT materials that cover the total environment. The American Forest Foundation, a nonprofit organization, works for healthy forests, quality environmental education, and informed decision-making about our communities and our world. For more information, visit <http://www.plt.org>

Esurance, a subsidiary of White Mountains Insurance Group, Ltd. (NYSE: WTM), provides personal car insurance direct to consumers online and through select online agents. Because of Esurance's virtually paperless online customer experience, Esurance car insurance customers have saved thousands of trees since the company's inception. Since the beginning of the third quarter of 2008, Esurance has also helped plant and maintain approximately 70,000 trees by supporting a variety of urban reforestation programs. Esurance is also committed to safeguarding the environment through its own operational practices, including a hybrid claims fleet and investment in renewable energy sources to augment the electricity used in each of its permanent office locations.

Over the years, Esurance's environmental initiatives have earned the company awards and recognition. In 2008, Esurance received two silver Halo Awards for Best Environmental/Wildlife Campaign and Best Joint Messaging Campaign for Esurance's work with Live Earth on the Save Our Selves (SOS) Campaign. Esurance was also recently endowed into the U.S. Environmental Protection Agency's Green Power Leadership Club for its significant purchase of renewable energy credits to augment its company's electricity use. For more information, visit: <http://www.esurance.com/environment>

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