



News Release

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American Family Insurance dream ambassador Kathy Ireland to be featured again at 2018 national Home and Garden Shows promoting home insurance concept

Colorado Garden & Home Show is Feb. 24 through March 4

(Denver, Colorado) (Feb. 02, 2018) – Kathy Ireland, American Family Insurance dream ambassador and top lifestyle brand and entrepreneur, will again be promoting the concept of home insurance to major home expos across the United States in 2018. This includes the Colorado Garden & Home Show in Denver, Feb. 24 – March 4 at the Colorado Convention Center, 700 14th Street, Denver. (Show times vary during the event.)

Ireland's role in promoting various home insurance products is based on the idea that those who proudly furnish their homes also make it a priority to insure their homes and possessions. She will be promoting American Family Insurance policies she deems most protective for her customers at show exhibits, which will include five of the lines in which her firm is partnered with and for which she is lead designer. (Ms. Ireland, however, will not be appearing in-person during the show.)

"Kathy Ireland is a valued dream ambassador for American Family, because as a tremendously successful lifestyle brand and entrepreneur she embodies our mantra to dream fearlessly," said Haj, American Family Insurance agent. "Her millions of customers trust the beauty, durability and cost aspects of the possessions Kathy has brought into their lives and homes, as well as her advice on how best to protect them."

American Family Insurance will hold a "Room to Dream with Kathy Ireland" contest at the show, with the winner receiving a home design consultation with Kathy Ireland and products from kathy ireland® collections. More about how to enter the contest and rules can be found at www.amfamhomeandgarden.com.

Developing new ways of marketing has been a hallmark of the design and marketing entrepreneur's raising of her kathy ireland® Worldwide (kiWW®) firm to its current annual gross of over \$2.6 billion, as reported by Forbes Magazine, and to the #17 position in Licensing Global's annual list of the most powerful brands internationally.

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Haj Sandhu has been an agent for American Family Insurance since 2009. (His office is located at 8310 S Valley Hwy, Suite 300, Englewood, CO 80112. Haj can be contacted at 303-805-7777 and/or hsandhu@amfam.com.

About American Family Insurance

Madison, Wisconsin-based American Family Insurance group is the nation's 13th-largest property/casualty insurance group and ranks No. 315 on the Fortune 500 list. The company sells American Family-brand products, including auto, homeowners, life, business and farm/ranch insurance, primarily through its exclusive agents in 19 states. American Family affiliates ([The General](#) and [Homesite](#)) also provide options for consumers who want to manage their insurance matters directly over the internet or by phone. Web [www.amfam.com](#); Facebook [www.facebook.com/amfam](#); Twitter [www.twitter.com/amfam](#).