

# Progressive® Insurance and GOOD launch search for everyday progress makers

## The Progress is GOOD Challenge will shine a light on one innovative individual

MAYFIELD VILLAGE, Ohio — March 17, 2014 — Often times, progress-makers go unnoticed, moving the world forward with little fanfare or recognition. Progressive® Insurance and GOOD are looking to change that for one forward-thinking individual. The Progress is GOOD Challenge, which will accept entries from March 17, 2014 at 12:00 p.m. until 11:59 p.m. on April 4, 2014, is a call-out to people who are working to make things a little better in their own unique way.

"The Progress is GOOD Challenge will shine a light on one inspiring progress-maker, giving them a megaphone to receive the recognition they deserve," said Gargi Patel, marketing director at Progressive.

"At Progressive we'd say that type of person 'wears the apron.' It's a phrase that recognizes the symbolic nature of an apron, a brand symbol of Progressive for many years, as something that represents hard work and commitment to finishing the job at hand. We're eager to find people who wear the apron to make things a little better each day."

The winner will receive recognition through:

- A custom GOOD video recognizing their efforts
- A feature on GOOD's website, <http://good.is>
- A spot on Progressive's website, <http://www.apronproject.com> alongside similar progress-makers
- Posts on Progressive and GOOD's social media channels

"We couldn't be more excited about this opportunity," shared Ben Goldhirsh, CEO of GOOD. "To simultaneously celebrate the awesome work of those already engaged in the Apron Project, to help our partner deliver on their commitment to progress, and to create an opportunity to elevate and support members of the GOOD community is the sort of win/win/win partnerships that we strive for."

Submitting your work to The Progress is GOOD Challenge is simple. Go to <http://progressisgood.maker.good.is/> and outline how what you're doing is uniquely progressive. You can support your entry with images or videos to better illustrate your project. From April 7, 2014 until April 18, 2014, the GOOD community will vote on their favorites and select the top 10. Then a panel of judges will decide the winner.

GOOD luck.

### *About Progressive*

The Progressive Group of Insurance Companies makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach it whenever, wherever and however it's most convenient—online at [progressive.com](http://progressive.com), by phone at 1-800-PROGRESSIVE, on a mobile device or in-person with a local agent.

Progressive also offers insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, as well as home insurance through select carriers. It's the fourth largest auto insurer in the country, the largest seller of motorcycle insurance and a leader in commercial auto insurance. Progressive also offers car insurance online in Australia at <http://www.progressiveonline.com.au>.

Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, Snapshot®, and Service Centers.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, trade publicly at NYSE:PGR.

*About GOOD*

GOOD (www.good.is) is an integrated media, thought leadership and community action platform for people who want to live well and do good, and a community of, by, and for the people, businesses, and NGOs moving the world forward. GOOD's mission is to convene, connect, and empower the global community of people "who give a damn."

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