

# Progressive Motorcycle Insurance and the Movember Foundation Rev Their Engines for Men's Health

## Progressive Mos and Motos team inspires motorcyclists across the U.S. to join the cause

MAYFIELD VILLAGE, Ohio — October 18, 2016 — Progressive Insurance is once again teaming up with the Movember Foundation to raise awareness and funds for men's health issues. Together, Progressive and Movember are fueling awareness about "Throttle Therapy" and the advantages that riding has on your mental well-being.

As the #1 motorcycle insurer, Progressive is passionate about the motorcycle community, just as the Movember Foundation is passionate about making a positive change for men's health. Showing the world what this community stands for, the ProgressiveMos and Motos team will inspire motorcyclists across the U.S. to join the cause, and raise money and awareness for men's health issues.

"Raising money and awareness of men's health issues is extremely important to us as we know that healthy riders are just as important as healthy bikes," said Scott Hall, Progressive Motorcycle Product Manager. "One of the big draws of the motorcycle lifestyle is how riding serves as a positive outlet, helping people clear their minds and foster mental well-being. We call this Throttle Therapy."

To kick off Movember, Progressive will be hosting "Shave Down" events at Whiskey Grade in Cleveland, Ohio on Oct. 28 and SHED Barbershop in Austin, Texas on Nov. 3, to prepare people for the Movember challenge, ensuring that their moustaches have all the support they need. Additionally, Progressive is bringing Flo's Chop Shop, a mobile barber shop offering straight-razor beard and mustache shaves by SHED Barbershop, to motorcycle events across the U.S. throughout the month of November, including the International Motorcycle Shows.

Flo's Chop Shop will offer complimentary shaves, as well as boot shines and mini-manicures, to motorcycle event attendees across the country and make a \$10 donation to the Movember Foundation (up to \$20,000) for each of those willing to shave down to a mustache and post a photo to their social channels.

Those who join the Mos and Motos network and raise at least \$50 will be entered to win a one-of-a-kind, custom scrambler motorcycle created by renowned motorcycle fabricator, Classified Moto—creators of Daryl's (Norman Reedus) motorcycle on AMC's "The Walking Dead." On top of that, additional entries into the giveaway are awarded for every \$50 increment raised. Learn more about the Classified Moto custom bike giveaway at the Mos and Motos Movember page at [monetwork.co/mosandmotos](http://monetwork.co/mosandmotos).

You can also visit the Mos and Motos Movember page to donate and join the network, and see a full event schedule to get involved.

### *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 provides insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, and homes. Home insurance is underwritten by select carriers, including American Strategic Insurance Corp. and subsidiaries (ASI), our majority owned subsidiaries.

Progressive is the fourth largest auto insurer in the country; a leading seller of motorcycle and commercial auto insurance; and through ASI, one of the top 20 homeowners carriers. 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.

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