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Contact: Katina Fields
202.268.6229 (O)
202.534.6320 (C)
katina.w.fields@usps.gov
usps.com/news



State Farm Receives the U.S. Postal Service Partnership for Growth Award *Working Together to Drive Technology and Innovation to Increase ROI*

NASHVILLE — State Farm, America’s biggest home and auto insurance group, was recognized today by the U.S. Postal Service today for excellence in driving technology, innovation and growth for the mailing industry. Postmaster General Megan J. Brennan and Deputy Postmaster General Ronald A. Stroman presented the Partnership for Progress Award to State Farm at the National Postal Forum.

“State Farm strategically uses mail to market its products and services, expand its customer base and grow its business,” said Postmaster General and CEO Megan J. Brennan. “We are proud to work with State Farm and eager to celebrate the company’s success, foresight and commitment to the mail.”

State Farm’s partnership with the Postal Service allows the company to improve its customer experience, enhance retention rates and increase its return on investment (ROI). By investing in technology, State Farm has maximized the use of Postal Service promotions and products to make its mail pieces more relevant, dynamic and targeted to customers.

“State Farm is honored to receive the esteemed Partnership for Growth Award,” said State Farm Business Analyst Ken Metroff. “The Postal Service is a critical business partner to State Farm and our customers. We look forward to continuing our partnership to improve quality, develop new ideas, maximize use of new technology, strengthen service and move the mailing industry into the future.”

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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