



For Immediate Release

State Farm sponsors Big Idea Project to build our Nation's future leaders

Denver, CO (April 3, 2018) – Big Idea Project® received a \$10,000 State Farm® grant in support of the non-profit organization that brings local communities together to equip and empower our nation's future generous leaders to lead life-long impact in their families, careers and communities.

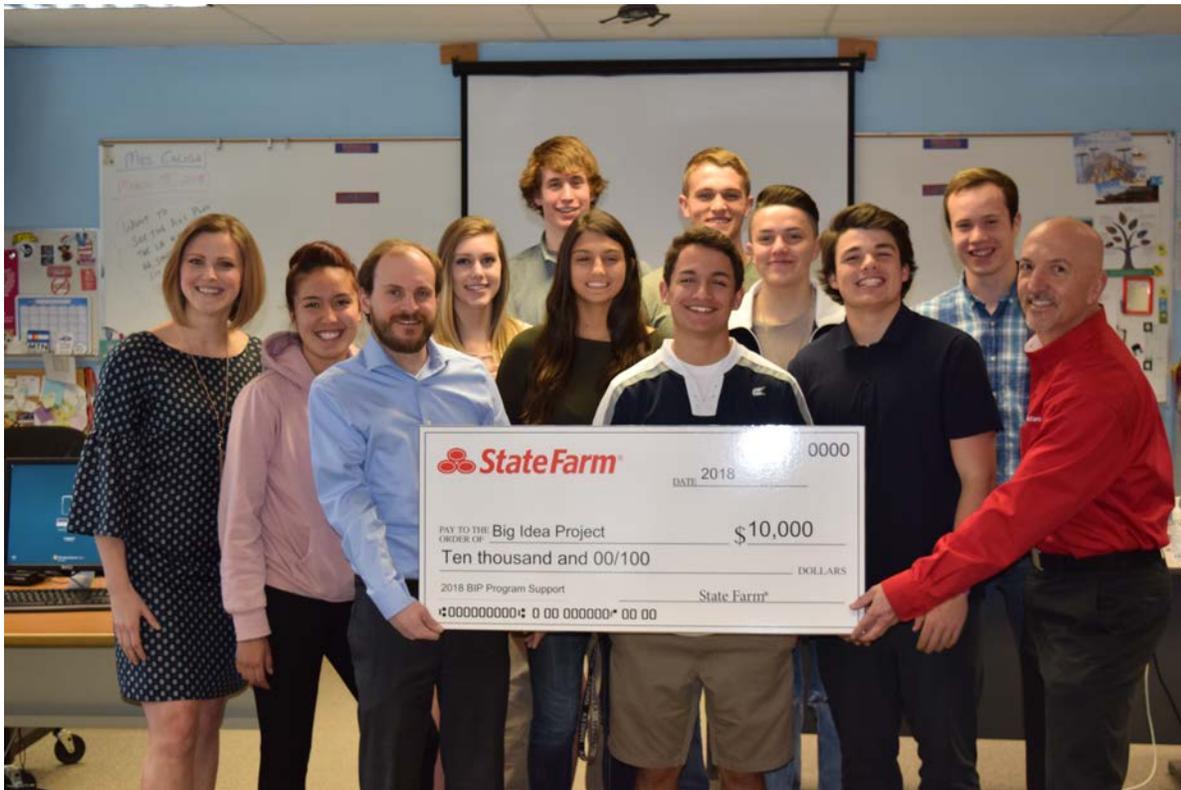
Trained educators lead students through capstone projects that challenge students to apply academic learning to real-world scenarios. In teams, and with the help of a business mentor, students tackle social issues, develop an actionable plan, and implement solutions that produce real results. Through the process, students learn how to practice generous leadership®, a leadership approach that calls leaders to give of themselves for the benefit of others. Big Idea Project estimates one class of 25 students has the potential to impact over 300 people through their projects. In the spring of 2018 Big Idea Project is reaching 600 students who are impacting more than 7,200 Coloradans.

State Farm's sponsorship of Big Idea Project increases their capacity to equip our nation's future workforce through valuable, real-world experiences that create social awareness. State Farm Agents Mark Peter and Matt Lolley served as volunteer guest panelists for Dakota Ridge High School students participating in a Big Idea Project in March. They presented the check to students and Tricia Halsey, Big Idea Project's Executive Director.

"At State Farm, we believe education is critical and all youth deserve an education that will help them reach their highest potential," shares Mark Peter, State Farm agent and Big Idea Project volunteer. "Big Idea Project is providing life skills experiences, tools and resources, that equip these kids for future opportunities. They see the real difference they can make in their communities and become generous leaders of the future."

Big Idea Project intentionally partners with like-minded sponsors who embody the principles of Generous Leadership®. State Farm will be working together with Big Idea Project to judge student presentations, speak in classrooms and provide mentorship to students.

"Because of sponsors like State Farm, Big Idea Project is able to provide experiential learning to students that is often overlooked in education," said Tricia Halsey, Co-Founder and Executive Director of Big Idea Project. "State Farm can be proud they are taking an active role in preparing students for life after high school and as future leaders."



About Big Idea Project

[Big Idea Project](#) brings communities together under one vision: to develop our nation's future generous leaders. Teachers leverage a deeper network of support and collaborative relationships to usher in new levels of innovation in the classroom. High school students become leaders through self-directed action that merges their passion and talents with their community's needs. They become the employees we want to hire and the citizens we need. With the support of business mentors, students take on real social challenges and work to impact people for the better. Real work, real solutions, for real life. To learn more about Big Idea Project and to see student videos go to www.bigideaproject.org. Connect with Big Idea Project on [Twitter](#) and [Facebook](#).

About State Farm

The mission of State Farm is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams. State Farm and its affiliates are the largest providers of [auto](#) and [home](#) insurance in the United States. Its nearly 19,000 agents and approximately 65,000 employees serve more than 84 million policies and accounts – more than 81 million auto, fire, life, health and commercial policies, and more than 2 million [bank](#) accounts. [Commercial auto insurance](#), along with coverage for [renters](#), [business owners](#), [boats](#) and [motorcycles](#), is available. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 33 on the 2017 Fortune 500 list of largest companies. For more information, please visit <http://www.statefarm.com>

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