



PRESS RELEASE
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AMICA INSURANCE TO PARTNER WITH BOYS & GIRLS CLUBS OF PROVIDENCE FOR 2ND ANNUAL SOUTHERN NEW ENGLAND GOLF EXPO

Providence, RI -The Southern New England Golf Expo is proud to announce that Amica Insurance will be the Presenting Sponsor of the Expo for the second straight year. The Expo, at the Rhode Island Convention Center Feb. 13 and 14, 2010, is a celebration of golf benefiting the Boys & Girls Clubs of Providence.

Due to the success of last year's show, an additional 15,000 square feet has been added to the exhibition floor. This year's Expo is expected to draw more than 10,000 attendees, and will feature interactive displays, seminars and golf-related attractions for all levels of golf enthusiasts, including:

- Amica Chipping Challenge
- Indoor miniature golf course
- Manufacturer's club testing and fitting area
- 10-bay indoor driving range
- Seminars with New England golf professionals at the "Tune up with a Pro" Amica Seminar Stage
- Expanded retail opportunities

"Southern New England boasts some of the best golf courses and clubs in the Northeast, and golf is truly an economic engine for this area. Based on last year's stellar attendance, we know this year's Golf Expo will be just as big a celebration of the game of golf," said Robert A. DiMuccio, chairman of the board, president and chief executive officer of Amica Insurance. "We are thrilled to have the chance to help the children from the Boys & Girls Clubs of Providence. The game of golf has a positive economic impact on our region, and the Golf Expo is equally as important to the economic security of the Boys & Girls Clubs."

Last year, the Southern New England Golf Expo raised more than \$30,000 for the Boys & Girls Clubs and helped fund after-school programs such as swim lessons, youth employment and Project Learn, the Clubs' tutoring and homework help program.

(more...)

"Traditional sources of revenue have declined for nonprofits across the country, and we knew we had to find new ways of raising funds," said Nicole Dufresne, executive director of the Boys & Girls Clubs of Providence. "What's unique about our involvement in the Southern New England Golf Expo is that we are actually producing the event, not just recipients of the proceeds. The outpouring of corporate and community support for the Southern New England Golf Expo has been amazing, and we are extremely grateful to Amica Insurance and all of our supporters who will help make this event a success."

In addition to the Expo's Presenting Sponsor, Amica Insurance, the Expo is grateful to the Official Sponsor, Cox Communications. Other corporate sponsors include Fidelity Investments, Webster Bank, CVS Caremark Charity Classic, Ocean State Golf, Citadel Communications, ABC 6 and News Channel 5, Rhode Island Media Group, AAA of Southern New England, Cardi's Furniture, Peter Pan Bus Lines, Comcast Sports Net, the Golf Channel, New England Cable News and Washington Trust. Manufacturing Partners for the Expo are Titleist, Callaway, Nike Golf, and TaylorMade. The Rhode Island PGA has also been a major supporter and partner of the Expo.

The Southern New England Golf Expo hours are 10 a.m. to 6 p.m. on February 13, and 11 a.m. to 5 p.m. on February 14. General admission tickets are \$9 and children under age 12 are free. Tickets are on sale now at participating AAA locations, where AAA members receive a \$2 discount. Tickets are also available at the Rhode Island Convention Center ticket office the day of the show. For additional information regarding the event, please visit www.snegolfexpo.com or call 401-444-0750, x105.

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About Amica Insurance

Amica Mutual Insurance Company, the nation's oldest mutual insurer of automobiles, was founded in 1907. The company is a national writer of automobile, homeowners, marine and personal umbrella liability insurance. Life coverage is available through Amica Life Insurance Company, a wholly owned subsidiary. Amica employs more than 3,200 people in 40 offices across the country.

About the Boys & Girls Clubs of Providence

Boys & Girls Clubs of Providence founded in 1868, is the oldest operating Boys & Girls Clubs in the nation and the largest in Rhode Island. Through traditional Clubhouse, school-based and public housing sites the Boys & Girls Club provides youth with a safe place to go before and after school. Programs and activities include: swim team and swim lessons, homework assistance, hot dinner, sports leagues, transportation to and from school and more. To learn more about programs that meet the needs of your family call 401-444-0750 for more information.

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