

# Press Release

## Chicago Cubs and American Family Insurance to honor families at Wrigley Field throughout the 2007 season

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(PRLEAP.COM) Chicago—The Chicago Cubs' family-oriented, alcohol-free seating section, will be designated as the American Family Insurance, Family Seating Section at Wrigley Field for the 2007 season. Additionally, the Cubs will highlight Major League Baseball's time-honored tradition of family entertainment by selecting an Honorary American Family Insurance, Family of the Game to be honored in an on-field ceremony just prior to the start of each regular season game.

“We are proud to be a part of the special atmosphere for families and the 3 million-plus fans who see a Cubs game at Wrigley Field,” said Cesar Pinzon, Chicago Metro sales director for American Family Insurance. Research commissioned by Major League Baseball (MLB) has found that professional baseball is a favorite among women sports fans, especially in part because a trip to the ballpark provides the opportunity for quality time in an atmosphere they prefer for their families.

Based in Madison, Wis., American Family Insurance offers auto,

homeowners, life, health, commercial and farm/ranch insurance, plus financial services, in 18 states. American Family Mutual Insurance, Inc. ranks 323 on the Fortune 500 list and is the nation's third largest mutual property/casualty insurance company.

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For more information on American Family Insurance:  
<http://www.amfam.com>

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