



October 15, 2013

**\*Media/Photo Opportunity\***  
**Mayor Rothschild to recognize GEICO for their \$5 million commitment  
to Pima County students on October 21 at 10:30 a.m.**

**What:**

Tucson Mayor Jonathan Rothschild will host a breakfast celebration to honor GEICO and the Arizona Leadership Foundation for providing \$5 million in scholarship assistance for low-income students in Pima County.

**When:**

Monday, October 21 at 10:30 a.m.

**Where:**

GEICO office: 930 N. Finance Center Dr. (corner of Speedway and Kolb, behind the Wal-Mart)

**Who:**

Tucson scholarship recipients, along with school representatives, will join Tucson Mayor Rothschild, GEICO associates, and the Arizona Leadership Foundation to discuss the impact these donations have on students and the community.

**Background:**

GEICO partners with the Arizona Leadership Foundation to participate in the state's corporate tax credit program. The Arizona Leadership Foundation is able to offer scholarships through Arizona's Corporate Income Tuition Tax Credit (CTC) Scholarship Program and the Lexie's Law Corporate Income Tax Credit Program. These Arizona education programs are designed to help low-income families and families with disabled or displaced children obtain the best education for their children.

GEICO recently pledged \$4 million in scholarship assistance for low-income students in Pima County. Earlier this year, GEICO donated \$2 million in disabled/displaced scholarship funds to Arizona schools, including \$1 million to Intermountain Academy in Tucson.

**About the Arizona Leadership Foundation**

The Arizona Leadership Foundation provides scholarship assistance to private schools and Lexie's Law schools throughout Arizona with no preference to religious or political affiliation. The foundation believes parents should have a choice when it comes to the education of their children. For more information, visit [arizonaleader.org](http://arizonaleader.org).

**About GEICO**

[GEICO](http://www.geico.com) (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the third-largest private passenger auto insurance company in the United States. GEICO provides millions of [auto insurance quotes](#) to U.S. drivers annually. The company is pleased to serve more than 12 million private passenger customers and insures more than 19 million vehicles (auto & cycle).

GEICO's [online service center](#) helps policyholders take care of policy sales, policy changes, claims reporting and to print insurance ID cards.

GEICO also provides insurance quotes on motorcycle, all-terrain vehicles (ATVs), travel trailers and motorhomes (RVs). Coverage for boats, life, homes and apartments is written by non-affiliated insurance companies and is secured through the GEICO Insurance Agency, Inc. Commercial auto insurance and personal umbrella protection are also available. For more information, go to [www.geico.com](http://www.geico.com).

**Media Contact:** Catherine Herman Aker, [catherine@CHAPublicRelations.com](mailto:catherine@CHAPublicRelations.com), 602.725.7523

A school tuition organization cannot award, restrict or remove scholarships solely on the basis of donor recommendation. A taxpayer may not claim a tax credit if the taxpayer agrees to swap donations with another taxpayer to benefit either taxpayer's own dependent.