

FOR IMMEDIATE RELEASE

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SAFEAUTO'S DO THE JINGLE CONTEST TOUR VISITS CHICAGO

Chicago, IL — SafeAuto Insurance is proud to announce that the Do The Jingle Contest tour will be stopping in Chicago, Illinois, this weekend. The SafeAuto team will be in town Friday through Sunday to film contestants singing their own unique version of the famous 1-800-SAFEAUTO jingle. With the popularity of SafeAuto's well-known jingle, the contest was a great success this past year.

Who: Do The Jingle Contest tour

What: SafeAuto will be filming contestants either at a location of their choice, or by appointment

When: November 6-8, 2009

Where: [The Beer Bistro](#) on Saturday at 1061 West Madison, or by appointment on Friday and Sunday

The Do The Jingle Contest tour has already seen a lot of excitement with many competitive submissions in Dallas, Texas, and Columbus, Ohio. After its visit to Chicago this upcoming weekend, the tour will stop in Atlanta. The team will be holding a casting call in each of these locations for the chance to star in the next SafeAuto commercial campaign. These submissions will then be uploaded onto the www.DoTheJingle.com website. The new www.DoTheJingle.com website will launch on Thanksgiving Day, Thursday, November 26, 2009. All participants who participated in the upcoming tour will be able to view their submissions on this day. Additionally, anyone may submit their own videos to the www.DoTheJingle.com website after November 26. Judging will begin for the contest on Thanksgiving Day and will last until the end of January 2010. The winner of this year's contest will be awarded \$5,000 and an advertising contract in order to star in a SafeAuto commercial.

Last year's contest brought many entries with the [Potter House choir](#) from Columbus, Ohio, coming out on top with 30,753 votes. They won an advertising contract with SafeAuto and recorded their winning commercial in late August. The new commercial will be run from November through December featuring the Potter House Choir and SafeAuto's very own Rocket Scientist.

Please contact PR and Communications Specialist Grace Wilson at (614) 944-7353 or grace.wilson@safeauto.com with any media inquiries. Please contact Aaron Wald at (206) 251-9191 or aaron@pocketchangenyc.com, to set up times to record your version of SafeAuto's jingle in Chicago.

About SafeAuto

SafeAuto Insurance Company is a Property and Casualty Insurance Company based in Columbus, Ohio. Today, the company provides the state required minimum insurance coverage to automobile drivers in 14 states

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including Ohio, Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Missouri, Arizona, Oklahoma and Texas. SafeAuto is a direct-to-consumer automobile insurance company offering auto insurance over the phone via its famous 1-800-SafeAuto toll free phone number or by logging on to Safeauto.com. For more information visit www.safeauto.com.

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