



Gerber Life Insurance Company Announces the Bring Dreams to Life Video Contest

White Plains, NY, January 31, 2013 – Winning a \$10,000 Gerber Life College Plan would be a dream come true for any parent. Gerber Life Insurance Company has made that a possibility with the Bring Dreams to Life Video Contest.

In order to qualify, parents simply need to submit a video depicting what their child dreams of being when he or she grows up. Since a college education is often needed to make those dreams become a reality, the contest winner will be awarded a \$10,000 Gerber Life College Plan. The contest runs February 18 through April 1, 2013. Parents of children 8 years old or younger are eligible.

To enter the contest, parents can log onto the Gerber Life Facebook page at <http://www.facebook.com/gerberlife> between February 18 and March 25, 2013 and submit a video depicting what their child wants to be when grown up. Parents can then share their child's video with family and friends on Facebook, to get votes for a chance to win a \$10,000 Gerber Life College Plan with a 10 year maturity. Facebook voting begins February 18 and ends at midnight on April 1, 2013.

Videos that receive 100 or more votes will advance to the final round. A panel of judges will select the Grand Prize winner and 10 runners-up from among the finalists. The Grand prize winner will be awarded a \$10,000 Gerber Life College Plan and the 10 runners-up will receive a \$100 gift card. Winners will be announced March 28, 2013.

To enter the contest, log on to <http://www.facebook.com/gerberlife>
For more information about the Gerber Life College Plan, please visit www.gerberlife.com

About the Gerber Life College Plan

The Gerber Life College Plan helps parents save for tomorrow, safely and easily. The College Plan **combines guaranteed growth with adult life insurance protection** for greater security. The sooner that parents start to put money aside for their child's college education, the better. The Gerber Life College Plan offers an easy way to get started. It provides more security than the stock market and more growth than the average bank account, with the added protection of adult life insurance. The Gerber Life College Plan can be ideal for young families who want a secure solution for today's college-planning challenges.

About Gerber Life Insurance Company

Since 1967, Gerber Life Insurance Company has been providing quality life insurance, especially for middle-income young families. As a financially separate affiliate of the Gerber Products Company, the two companies share a long-standing tradition of helping parents care for their children. It is the mission of Gerber Life to continue to be the name that parents trust the most and rely on when planning for the financial health of their families. By providing affordable life insurance, Gerber Life strives to give customers peace of mind as their children grow up, knowing that a component of their financial future is secure.