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## FOR IMMEDIATE RELEASE

### Austin-based Watkins Insurance Group Tells Central Texans They Know “What You’re Working Hard For”

AUSTIN, TX Nov. 29— Watkins Insurance Group, the largest locally owned independent insurance agency in Austin, launches the “We Want You to Know” advertising campaign in Central Texas. The new campaign highlights the agency’s personal, business and employee benefits lines of insurance.

“We wanted to increase our brand-awareness locally. We developed an advertising and sponsorship campaign that really expresses how we add value and view service,” said Patrick Watkins, president, Watkins Insurance Group.

Three commercials were developed as part of a series to highlight the importance of protecting one’s assets and family. Using the tag line “We Want You to Know,” two of the commercials feature business owners, and the third features a mother watching her children in the backyard.

“Insurance isn’t exciting to the average person. We understand that - but it’s absolutely critical to make sure you’re thinking ahead. Our message isn’t about insurance; it’s about continuing to protect the things you work hard for,” said Watkins.

The new commercials kick-off on December 3 and will initially air through-out central Texas on a variety of local, cable news and other stations.

Founded in 1949, Watkins Insurance Group has grown by more than twenty percent annually since 1994 and currently has more than 80 employees across its nine locations in Texas. In 2007 Watkins Insurance Group was recognized as one of the “Best Places to Work in Austin” by the *Austin Business Journal*.

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### About Watkins Insurance Group

Watkins Insurance Group, with more than 14,000 customers, offers a full range of business and personal insurance and employee benefit programs. Watkins Insurance Group can provide businesses with coverage including property insurance, general liability, workers' compensation and directors' and officers' coverage. The agency offers all lines of personal insurance, including auto and home insurance. Through its employee benefits group, Watkins Insurance Group can assist companies in implementing group health, life and disability coverage.

Headquartered in Austin, Watkins Insurance Group has nine locations throughout Texas, including offices in Cedar Park, Hawkins, Holly Lake, Longview, Marble Falls, Mineola, Tyler and Waco.

For more information, please visit [www.watkinsinsurancegroup.com](http://www.watkinsinsurancegroup.com).

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