



Media Contact: Emily Eakin
800/460-5932; 512.452.8877
@TweetWatkins
Facebook.com/Watkins.Insurance
emily@watkinsinsurancegroup.com

For Immediate Release:

Watkins Insurance Group's Year of Awareness Begins with Success

Fastest Growing Central Texas Insurance Agency Lends Voice to Good Causes

Austin, TX – January 27, 2012 – Watkins Insurance Group, one of the largest full-service and locally owned independent insurance agencies in Central Texas, has announced a successful start to its “Year of Awareness”. While the agency has always been involved in various community organizations and fundraising efforts, this year Watkins is highlighting a different social cause each month. As January is the National Volunteer Blood Donor Month, Watkins held a blood drive on the 24th which exceeded the donor number goal.

Emily Eakin, Director of Communication at Watkins Insurance Group explains that insurance agents are in a unique position, “The insurance agent is almost always one of the first people to be contacted after a damaging incident. Of course we do all we can to calm our client and assist with claims, but sometimes insurance agents just need to feel more pro-active than re-active.” Watkins Insurance Group has put that pro-active mindset into action by devoting a good deal time and resources to promoting awareness of good causes.

“To be able to spread awareness of good causes and become involved as a group is one of a business’s most powerful assets. Often we don’t recognize and make use of that ability.” said Eakin. She adds, “The insurance industry- especially insurance agencies- have only really just begun to utilize social networks. It’s becoming more evident to us that we either move forward or get left behind.”

Handing over a check may not always make the largest impact. People must know an issue exists and the importance of that issue. That requires us to learn what’s going on around us, and sharing that information with our community. “I prefer to think of social media tools as a virtual megaphone.” says Eakin. She adds, “We at Watkins are grateful to be in the position where we are able to allot time and resources to increasing awareness of issues that affect us all.”

In February, Watkins Insurance Group will be promoting awareness of American Heart Month. Plans for ‘Wear Red Day’ on February 3rd and other efforts supporting a “heart-healthy lifestyle” will be available soon at www.WatkinsInsuranceGroup.com.

About Watkins Insurance Group

Founded in Austin in 1949, Watkins Insurance Group is one of the largest and fastest-growing independent insurance agencies in Texas. Headquartered and in Austin, Watkins Insurance Group has seven locations throughout Texas including offices in Marble Falls, Waco, Longview, Tyler, Mineola and Holly Lake.

For more information about the Watkins Insurance Group, please visit www.watkinsinsurancegroup.com

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