



## The General® Insurance adds Bobby Bones as newest brand ambassador

Popular radio host joins Shaquille O'Neal to promote Nashville-based insurer

**(Nashville, Tenn.) (Feb. 5, 2019)** — The General® Insurance announced today that Bobby Bones — nationally syndicated on-air personality, New York Times #1 best-selling author, philanthropist and winner of season 27's Dancing with the Stars — has signed on as the company's newest brand ambassador.

"Bobby's life story, authenticity and his will to succeed against all odds is inspirational," said Amy DiMaio, director of advertising for The General. "He's overcome some difficult times through perseverance and hard work which makes him very relatable to our customers," DiMaio said. "And, amid his success, Bobby hasn't forgotten his roots - remaining committed to helping others, which aligns with our company's values."



*Bobby Bones*

The General is dedicated to its vision of making life easier for everyone they interact with, especially their customers.

"The General Insurance helps provide affordable coverage for families who may not be able to afford it otherwise, and I'm excited to join them on that mission as their latest brand ambassador," said Bobby Bones.

The General will partner with Bones across various media channels, including television, radio, digital and social media. Radio ads are already on the air, and Bones will appear in television ads alongside The General animated cartoon character this summer. Marketing solutions firm IdeaQuest of Ramsey, NJ served as advisor to The General in the planning and negotiation of the brand ambassador agreement.

Based in Nashville, Tenn., The General is a non-standard auto insurance company serving customers with various needs, specializing in those who may have difficulty obtaining insurance from other insurers at a reasonable rate. The General, part of the American Family Insurance group of companies, is active in 47 states and expects to be national by the end of 2019.

The General primarily sells its products online and through call centers, independent agents, partners and American Family Insurance agents.

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### **About The General**

The General Automobile Insurance Services, Inc. (The General®) is a licensed insurance agency and subsidiary of PGC Holdings Corp. (PGC), which is wholly owned by American Family Mutual Insurance Company. Through its insurance company subsidiaries and their predecessors, PGC has been writing automobile insurance since 1963. Visit [www.thegeneral.com](http://www.thegeneral.com) or [www.thegeneral.com/shaq](http://www.thegeneral.com/shaq); follow The General on [Twitter](#) and [Facebook](#).

### **About Bobby Bones**

Bobby Bones, Vice President, Creative Director of iHeartCountry, has a “fiercely devoted following” (**Washington Post**) tuning in to his nationally syndicated radio show, The Bobby Bones Show, which broadcasts to almost 140 stations and is the #1 Country morning show with millions of weekly listeners. The show recently garnered its third ACM Award for National On-Air Personality of the Year, a 2017 Country Music Association award for National Broadcast Personality of the Year and earned Bones the title of youngest ever inductee into the prestigious National Radio Hall of Fame. The “media multitasker” (**Billboard**) also launched his own podcast, BobbyCast, which features candid long-form interviews with top artists and industry figures and has been downloaded more than 6 million times. The podcast’s overwhelming success has paved the way for Bones to launch the Nashville Podcast Network, an eclectic collection of podcasts from a variety of Nashville-savvy hosts, giving listeners an inside look at the lifestyle and pop culture in Nashville. Bones recently won Season 27 of ABC’s Dancing with the Stars and is set to lend his expertise to the latest season of ABC’s American Idol as the official in-house mentor. Bones is also a two-time New York Times #1 bestselling author, touring stand-up comedian, philanthropist and chart-topping comedy artist – a true “jack of all trades” (**ESPN**). Visit <https://bobbybones.iheart.com> for more information.

### **About IdeaQuest LLC**

IdeaQuest is a marketing solutions company that assists brands and organizations in the ideation, design, negotiation and implementation of innovative and enduring marketing platforms. IdeaQuest specializes in brand strategy, consulting, activation and business development in the sports, entertainment, media and technology industries. IdeaQuest was founded and is led by President Eric Bechtel and is based in Ramsey, NJ. Additional information is available at [www.ideaquest.net](http://www.ideaquest.net)

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