

# Family Living

## Insurance company unveils new name on Rose Parade float

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

While there is some debate over whether the new millennium should actually begin with the year 2000, or 2001, 20th Century Insurance Company is seizing upon the earlier occasion to change its corporate name for the new century and using the world's most famous New Year's Parade to make the announcement to millions.

20th Century Industries, the parent company of 20th Century Insurance Company, will become 21st Century Insurance Group on Jan. 1, 2000, with the new name first appearing on the company's magnificent 55-foot-long float entry in the 11th Tournament of Roses Parade in Pasadena.

The company's float, named Visions of Wisdom and Imagination, echoes the parade theme, Visions of the

Future. The float concept, by designer Raul Rodriguez, is being built by Fiesta Parade Floats in Duarte, Calif. It features reading as a fundamental tool for learning, the key to wisdom, entertainment adventure, future worlds, times and dimensions. Merlin, the artful wizard is featured bringing visions from his imagination to life, including a spectacular two-headed animated dragon.

The name change and float design were celebrated at the company's Woodland Hills, Calif, headquarters on Nov. 5, when the Rose Parade Queen, Sophia Bush, and her Royal Court helped unveil the design incorporating the new name.

The Nov. 5 kick-off for the name change announcement signaled a busy time for the subsidiary of 20th Century Industries, the nation's ninth largest personal automobile insurance stock company. According

to President and CEO William L. Mellick, "Our new name is not just a change to note passage into a new century, it also celebrates our financial stability, our expansion of business operations outside California, and the upcoming opening of the addition to our corporate headquarters building, more than doubling our current headquarters size."

Founded in 1958, the company was a pioneer of the direct response marketing of personal automobile insurance and specializes in selling low-cost automobile insurance to good drivers only. The company's insurance is currently available in California, Arizona, Nevada, Oregon and Washington.

Visit them on the internet at [www.20thCenturyinsurance.com](http://www.20thCenturyinsurance.com) and the company is traded on the New York Stock Exchange.

## Holiday game plans can tackle family's unhealthy habits

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If Thanksgiving kicks off non-stop noshing and sports-channel surfing at your house you might want to call a pre-season time-out. "Families who engage in too little exercise and too many high-calorie snacks are setting their kid up to become overweight, sedentary adults prone to cardiovascular disease, diabetes and hypertension," said Becky Gorham, research dietitian with the USDA/ARS Children's Nutrition Research Center at Baylor College of Medicine in Houston. To help parents develop a strong defense against these unhealthy habits, Gorham offers these tips: Call interference on excessive television, video and computer time that keep kids inactive. Hold a team meeting to negotiate sitting-time limits. Break up boredom by sending kids outside to play, help prepare meals. Negotiate trade-offs involving free-time activities. Trade participation in family touch football games, 20 minute walks or other physical activities for extra time to view those must-see football games. Build "team spirit" by asking the kids to help plan holiday activities, decorate the yard or prepare homemade gifts. Take turns being the "tour guide" for after-dinner walks past neighborhood holiday displays. Plan a family weekend tree-cutting excursion, get kids involved in organizing a neighborhood Turkey Trot or Jingle Bell Run, lead a

canned food drive or host a holiday skating party. Stock up on nutritious snacks such as low-fat cheeses, flavored hummus dips, low-fat ranch-style dip, ready-to-eat vegetables, homemade cereal and nut mixes, dried and canned fruit, ready-to-eat fresh fruit wedges and peanut butter. Stick to a game plan of balance and moderation for family meals and activities. Kids and their parents need to maintain some routine some structure, especially during the busy holiday season.

"Parents can't expect a couch-potato kid to miraculously grow up to be a healthy, active adult. But, by setting a good example, tackling unhealthy eating patterns and encouraging physical activities every day of the year, parents can help kid develop winning habits that are likely to stay with them as they grow," Gorham said.

## Open adoption records cause controversy

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

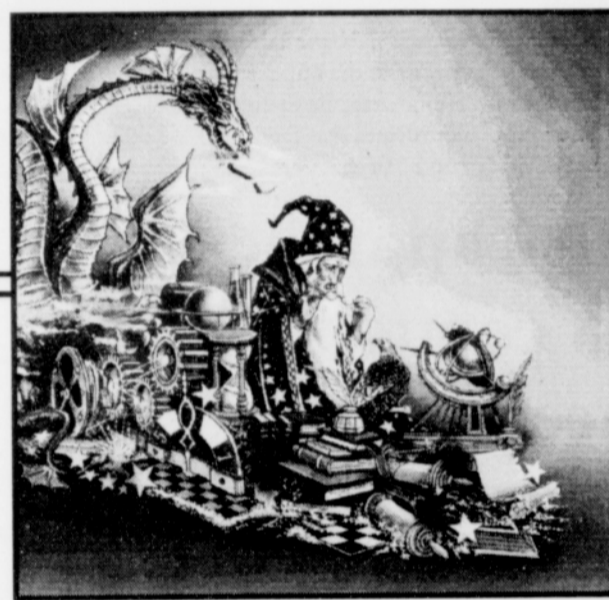
What are the pros and cons of opening adoption records? What is the history and why are we discussing this issue now? Dr. Connie Dawson, PhD, co-author of Growing Up Again: Parenting Ourselves, Parenting Our Children will discuss the impact of sealed records on parties involved during a special workshop sponsored by PSU's School of Extended Studies. The day's activities will include presentations by representatives on both sides of the argument, discussion of the basic elements of decision making involved in an informed problem-solving approach, and close look at the history of this emotional topic and why we are, once again, re-examining our current social policy. Participants will join in structured Exercises that encourage decisions based on facts rather than hearsay or the opinions of someone with presumed authority. What are the barriers to arriving at consensus? Is it always possible to reach consensus? How do you justify your position and what are the factors that impact the decision making process? At workshops end, participants will be asked to make a forced choice on the topic.

Date: December 2, 1999 Time: 8:30am-4pm (8am check-in) Location: PSU Smith Memorial Center, Room 327 Fee: \$99 CEUs available Registration: (503) 725-4832

## We're Changing our Name to 21st Century Insurance Group...

And the Whole World is Celebrating on the Streets of Pasadena on New Year's Day

Effective January 1, 2000, the first day of the New Millennium, 20th Century becomes 21st Century Insurance Group...and our float in the Pasadena Tournament of Roses Parade marks the coming out party for that new name.



Watch for us in the Rose Parade...and all over. Because our new name is not just a reflection of the new century, it represents our continuing commitment to being your premier source for value-priced insurance and the finest customer service.

And the best is yet to come.



**21st Century Insurance Group**  
**(800) 211-SAVE**



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# Thanksgiving Values!

Valid 9 Days! November 17, 1999 thru 4 PM November 25, 1999.

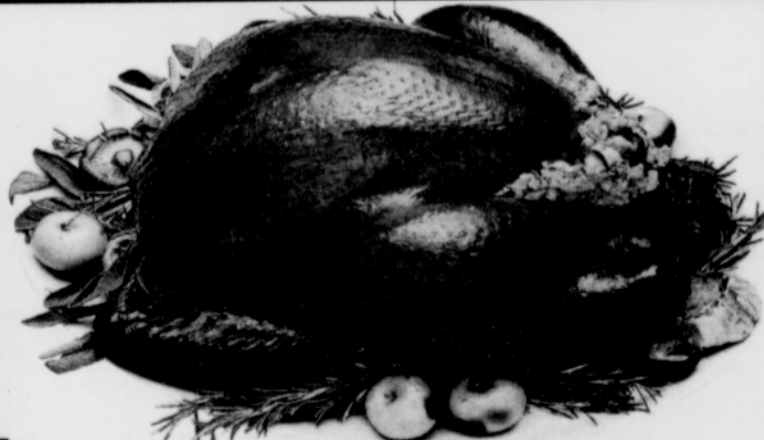
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Safeway Club Price **Tender Asparagus**

Imported from Mexico and Peru.

SAVE up to \$2.21 lb.



**.49**

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16-oz. Frozen. Selected varieties. Limit 4.

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