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Transamerica Selected as Recipient of 2013 Corporate Citizenship Award
U.S. Chamber of Commerce Foundation Recognizes Best Community Improvement Program

The creation of Iowa's first "urban farm" and playground aimed at encouraging healthy eating and an active lifestyle in an inner city neighborhood of Cedar Rapids by Transamerica employees has been selected by the U.S. Chamber of Commerce Foundation for the 2013 Corporate Citizenship Awards in the category of Best Community Improvement Program.

(Photo: <http://photos.prnewswire.com/prnh/20131122/654355-a>)

(Photo: <http://photos.prnewswire.com/prnh/20131122/654355-b>)

The Time-Check neighborhood was severely affected in 2008 when a devastating flood ravaged neighborhoods and businesses throughout the Cedar Rapids, Iowa community. More than 1,200 homes were destroyed and new development has been limited. With the creation of the urban farm and playground, a prominent area has been revitalized and the quality of life of its residents enhanced.

Approximately 120 employees of Transamerica have participated in creating the "urban farm" which produced 3,500 pounds of food in its first year for neighborhood residents. The idea is to encourage residents to become self-sufficient and gain a greater understanding of the relation of a good diet to long-term health. The integration of playground facilities further encourages youth to play and exercise, and along with other area residents, to take part in the planting and harvesting of vegetables and fruits. Transamerica partnered with the local charitable organization "Matthew 25" in removing 1.5 acres of overgrown vegetation to prepare the area for planting and the construction of the playground by Transamerica employees.

"At Transamerica, we are committed to the mission of Transforming Tomorrow for our millions of customers who depend on us and also for the communities in which we work and live," said Transamerica President & CEO Mark Mullin. "I am incredibly proud of the men and women of Transamerica who took on this initiative to transform this prominent space in Cedar Rapids, creating a healthy and enjoyable environment for young people and neighborhood residents."

The U.S. Chamber of Commerce Foundation's Business Civic Leadership Center Executive Director Marc DeCoursey stated: "Transamerica has helped create a more sustainable and healthy future for families in Cedar Rapids. We're proud to honor this program and the impact it makes."

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About Transamerica

Transamerica, through its subsidiary and affiliated companies in the Americas, is one of the leading providers of life insurance, retirement, long-term savings and investment solutions. Its companies in the United States trace their roots back over 100 years. Transamerica's main offices are in Cedar Rapids, Iowa, and Baltimore, Maryland, with affiliated companies' offices located throughout the United States. For more information: [transamerica.com](https://www.transamerica.com).
