

For Immediate Release

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**98.5 THE SPORTS HUB
AND PLYMOUTH ROCK ASSURANCE CORPORATION TO
HONOR OUTSTANDING HIGH SCHOOL STUDENTS ACROSS
MASSACHUSETTS**

BOSTON, Mass. – April 15, 2013 – 98.5 The Sports Hub and Plymouth Rock Assurance Corporation are proud to announce High School Heroes, a new community outreach program designed to identify and honor students across Massachusetts.

High School Heroes celebrates student athletes across Massachusetts for their exemplary work in the classroom and on the field. For the remainder of 2013, seven such students will be chosen by 98.5 The Sports Hub to represent the inaugural High School Heroes class, each to receive a \$1,000 prize sponsored by Plymouth Rock Assurance. Additional information, including the contest rules, is available online at Boston.CBSlocal.com/contests, where anyone can nominate a student athlete to receive this award.

“Student athletes who demonstrate leadership in the classroom and the community should be recognized for their accomplishments,” said Chris Olie, President and CEO of Plymouth Rock Assurance. “The High School Heroes program is our contribution towards identifying and highlighting the terrific work of these community leaders. On behalf of all of us at Plymouth Rock Assurance, I would like to encourage you to join us and 98.5 The Sports Hub in promoting this exciting program in your school.”

98.5 The Sports Hub (WBZ-FM) is owned and operated by CBS RADIO, one of the largest major-market radio operators in the United States. A division of CBS Corporation, CBS RADIO operates 127 radio stations, the majority of which are in the nation’s top 50 markets. CBS RADIO also owns and operates WBZ-AM *NewsRadio 1030*, WBMX-FM *MIX 104.1*, WODS-FM *103.3 AMP Radio*, and WZLX-FM *100.7 Boston’s Classic Rock*.

About Plymouth Rock Assurance

Headquartered in Boston, [Plymouth Rock Assurance Corporation](http://PlymouthRockAssuranceCorporation) is a leading automobile insurance carrier serving Massachusetts and Connecticut. It is part of the Plymouth Rock Group

of Companies, which together write and manage over \$1 billion in auto and home insurance in the Northeast. Its industry-leading service innovations include the exclusive Plymouth Rock [Savings Pass](#), which helps Massachusetts customers save hundreds of dollars on auto-related goods and services; Crashbusters® mobile expert appraisers, who travel directly to a customer's vehicle to assess damage and often issue a check on the spot; [Door to Door Valet Claim Service](#)® which manages the entire auto repair process from start to finish; Get Home Safe®, which covers the cost of a cab ride home up to \$50 per policy year when a Massachusetts policyholder feels it would be unsafe to operate a motor vehicle; and its Pledge of Assurance®, an industry-leading written commitment to service excellence. Plymouth Rock Assurance Corporation has an "A-/Excellent" rating from A.M. Best, the insurance industry's premier independent rating service. For more details and to find a Plymouth Rock independent agent near you, visit prac.com.

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