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Security First Insurance Unveils Vintage Fire Truck Float in 33rd Annual Ormond Beach HOme for the HOlidays Parade

Ormond Beach, FL, December 15, 2024—Security First Insurance proudly sponsored and participated in the 33rd Annual Ormond Beach HOme for the HOlidays Parade on December 14, 2024. Embracing this year's theme, "HOme for the HOlidays, Santa's Toyland," the company created a unique float featuring a vintage "toy" fire truck adorned with giant Christmas lights made from recycled 2-liter bottles and topped with a working, life-size wind-up key.

The new float made its debut along the 1.5-mile parade route, accompanied by over 60 people, including team members and their families. The group was dressed in festive, custom-designed t-shirts, spreading holiday cheer and demonstrating Security First's dedication to the community.

As a token of appreciation for the sponsorship, Security First received VIP tickets, which were raffled to team members. The VIP ticket winners were treated to a special reception with Santa and Mrs. Claus at City Hall, and reserved seating to watch the parade.

"We are thrilled to be part of this wonderful community event," said Melissa Burt DeVriese, President of Security First Insurance. "Our vintage fire truck float symbolizes our commitment to preserving tradition while embracing the joy and spirit of the holidays."

Security First Insurance is grateful to everyone who contributed to making the 33rd Annual Ormond Beach HOme for the HOlidays Parade a memorable experience. The company was honored to participate in this event and looks forward to more opportunities to celebrate, support, and give back to the community.

About Security First Insurance

Headquartered in Ormond Beach, Fla., Security First Insurance is built on more than 100 years of history and experience in the insurance industry. The company has an acute understanding of Floridians' vulnerability to natural catastrophes. Its President, Melissa Burt DeVriese, is one of a

few female presidents of a homeowner's insurance company in the State of Florida and one of a handful in the nation. CEO and former U.S. Senator, Locke Burt, affords the distinct advantage of shaping Florida's homeowners insurance market through insurance law reform. The company serves hundreds of thousands of policyholders living across the state, storm after storm, year after year®.

Security First Insurance has been assigned a Financial Stability Rating® (FSR) of A, Exceptional, from Demotech, Inc. and is strongly committed to improving Florida's homeowners insurance market and initiatives that support and protect residents and communities of the Sunshine State.

Follow the company on LinkedIn ([linkedin.com/company/securityfirstmanagers](https://www.linkedin.com/company/securityfirstmanagers)), Facebook ([facebook.com/InsuringFloridaHomes](https://www.facebook.com/InsuringFloridaHomes)), or visit [SecurityFirstFlorida.com](https://www.SecurityFirstFlorida.com).

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