

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): July 19, 2018

THE ALLSTATE CORPORATION
(Exact name of registrant as specified in its charter)

Delaware
(State or other
jurisdiction of
incorporation)

1-11840
(Commission
File Number)

36-3871531
(IRS Employer
Identification No.)

2775 Sanders Road, Northbrook, Illinois 60062
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: **(847) 402-5000**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Section 8 – Other Events

Item 8.01. Other Events.

On July 19, 2018, the Registrant announced that Elizabeth Brady will be joining Allstate as Executive Vice President and Chief Marketing, Innovation and Corporate Relations Officer on August 3, 2018. A copy of the press release announcing the selection of Ms. Brady is attached as Exhibit 99.1 to this report.

Section 9 – Financial Statements and Exhibits

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

| <u>Exhibit No.</u> | <u>Description</u> |
|--------------------|---|
| 99.1 | Registrant's press release dated July 19, 2018. |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE ALLSTATE CORPORATION
(Registrant)

By: /s/ Daniel G. Gordon
Name: Daniel G. Gordon
Title: Vice President, Assistant General Counsel
and Assistant Secretary

Date: July 19, 2018



Contact: Laura Strykowski
847-402-5600
Laura.Strykowski@allstate.com
On Twitter @AllstateNews

ALLSTATE NAMES ELIZABETH BRADY EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING, INNOVATION AND CORPORATE RELATIONS OFFICER

NORTHBROOK, Ill. July 19, 2018 – Allstate (NYSE:ALL) announced that Elizabeth Brady will join its senior leadership team as Executive Vice President and Chief Marketing, Innovation and Corporate Relations Officer. Brady will lead marketing for all the corporation's brands, enterprise innovation efforts, internal and external communication and corporate philanthropy. She will join the company on August 3 and report to Tom Wilson, Chair, President and CEO of The Allstate Corporation.

"Elizabeth's creativity and consumer insights will enable us to better serve our customers. Her highly successful marketing experience and leadership bring additional talent to our goal of reinventing our business by leveraging customer connectivity, technology and analytics. I am excited she is part of the Good Hands," said Tom Wilson.

"Opportunities to help lead an iconic company with great brands that embraces innovation do not come along that often and I am thrilled to be joining the Allstate team," said Brady.

Brady joins Allstate from Kohler Co., where she was Senior Vice President, Global Brand Management. She has also held senior leadership positions at Publicis and BBDO.

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About Allstate

The Allstate Corporation (NYSE: ALL) protects customers from life's uncertainties through auto, home, life and other insurance offered through its Allstate, Esurance, Encompass and Answer Financial brand names. Other growth platforms include predictive analytics company Arity and consumer-product protection plan company SquareTrade. Allstate is widely known through the slogan "You're In Good Hands With Allstate®." Allstate agencies are in virtually every local community in America. In 2017, The Allstate Foundation, Allstate, its employees and agency owners gave \$47 million to support local communities.
