

Item 8.01. Other Events.

On October 10, 2017, a press release was issued announcing that the Company will hold its 2017 third quarter earnings conference call on November 8, 2017. The release is furnished as Exhibit 99.1 hereto. The information in this Current Report is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that Section. The information in this Current Report shall not be incorporated by reference into any registration statement or other document filed with the Commission.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

The following exhibits are furnished herewith.

Exhibit 99.1 Press Release dated October 10, 2017, announcing the 2017 third quarter earnings conference call.

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.

United Fire Group, Inc.
(Registrant)

Dated: October 10, 2017 /s/ Dawn M. Jaffray
Dawn M. Jaffray, Sr. Vice President & Chief Financial Officer

EXHIBIT INDEX

| Exhibit Number | Description of Exhibit |
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| 99.1 | <u>Press Release dated October 10, 2017, announcing the 2017 third quarter earnings conference call.</u> |
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