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ALLMERICA FINANCIAL CORP  
Form 8-K  
April 07, 2004

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): April 7, 2004

ALLMERICA FINANCIAL CORPORATION  
(Exact name of Registrant as specified in its charter)

Delaware	1-13754	04-3263626
(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

440 Lincoln Street, Worcester, Massachusetts 01653  
(Address of principal executive offices)  
(Zip Code)

(508) 855-1000  
(Registrant's telephone number, including area code)

Item 7. Financial Statements and Exhibits.

- (a.) Not applicable.
- (b.) Not applicable.

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(c.) Exhibits.

The following exhibit is furnished herewith.

Exhibit 99.1 Press Release dated April 7, 2004, announcing the hiring of Marita Zuraitis as president of the organization's property and casualty companies.

Item 9. Regulation FD Disclosure

On April 7, 2004, Allmerica Financial Corporation announced that Marita Zuraitis will be joining the organization as president of its property and casualty companies. The press release is furnished as Exhibit 99.1 hereto.

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.

Allmerica Financial Corporation  
Registrant

By: /s/ Edward J. Parry, III  
Edward J. Parry, III  
Chief Financial Officer,  
Executive Vice President,  
Principal Accounting Officer,  
and Director

Date: April 7, 2004