

Proclamation

RECOGNIZING AND SUPPORTING THE GOALS OF "LIFE INSURANCE AWARENESS MONTH"

- WHEREAS, the vast majority of Americans recognize that life insurance helps safeguard their families' financial security, and nearly 80 percent of U.S. households have some form of life insurance coverage and the life insurance industry, which holds \$5 trillion in assets distributed among all segments of the economy, is a primary source of financial and retirement security to more than 75 million American families;*
- WHEREAS, the life insurance industry paid \$58 billion to beneficiaries in 2007; and each year life insurance benefits are a tremendous source of financial relief and security to families that are confronted by the death of a loved one;*
- WHEREAS, despite the peace of mind that life insurance brings to millions of American families, there are still too many Americans who lack adequate life insurance coverage; and, the unfortunate reality today is that 68 million adult Americans have no life insurance, and most of those with coverage have less than experts recommend;*
- WHEREAS, especially during times like these when so many families are struggling, life insurance coverage is more important than ever because most people have far fewer financial resources on which to rely in the event of a premature death in their family;*
- WHEREAS, the nonprofit Life and Health Insurance Foundation for Education (LIFE) and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2009 as "Life Insurance Awareness Month," whose goal is to make consumers more aware of their life insurance needs, seek professional advice, and take the actions necessary to achieve financial security for their loved ones.*
- NOW, THEREFORE, BE IT RESOLVED THAT: I JIM RJDENOUR, Mayor of the City of Modesto do hereby proclaim September 2009 as LIFE INSURANCE AWARENESS MONTH in Modesto and do urge our citizens to learn more about life insurance and its benefits.*

Dated this 1st day of September, 2009


JIM RJDENOUR, Mayor

