

**Resolution in Support of Recognizing
September 2009 as Life Insurance Awareness Month**

Adopted by the NCOIL Executive Committee on July 12, 2009, and by the NCOIL Life Insurance & Financial Planning Committee on July 9, 2009.

Sponsored by Sen. Ralph Hudgens (GA)

WHEREAS, in a letter dated August 21, 2008, President George W. Bush thanked the life insurance industry for its efforts to help America's families achieve financial security: "To protect their future well-being and that of their families, it is important for individuals to give careful thought to their personal financial security"; and

WHEREAS, in 2004, 2005, 2006, 2007 and 2008 a majority of state governors signed proclamations recognizing September as Life Insurance Awareness Month; and

WHEREAS, life insurance owned by individuals and businesses provides much needed income replacement to spouses and families who have lost loved ones whose income they relied upon for sustenance and economic well-being; and

WHEREAS, nearly 68 million Americans say they lack the life insurance coverage needed to ensure a secure financial future for their loved ones; and

WHEREAS, life insurance tools such as wealth transfer, estate tax equity and estate planning help provide economic stability and security for families throughout our great country; and

WHEREAS, life insurance usually pays for burial costs, unpaid medical fees and other unexpected expenses related to fatal illnesses, injuries and death; and

WHEREAS, the Life and Health Insurance Foundation for Education (LIFE), the National Association of Insurance and Financial Advisors (NAIFA) 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, encourage them to seek professional advice, and take the actions necessary to achieve the financial security of their loved ones;

NOW, THEREFORE, BE IT RESOLVED that the National Conference of Insurance Legislators hereby recognizes September 2009 as Life Insurance Awareness Month.