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## NCOIL SALUTES LIFE INSURANCE AWARENESS MONTH

*Urges the Importance of Protecting Loved Ones*

Belmar, NJ – The National Council of Insurance Legislators (NCOIL) is proud to highlight September as the 21<sup>st</sup> “National Life Insurance Awareness Month.” NCOIL applauds this annual initiative that serves as an important reminder to families of the value of life insurance and encourages them to view life insurance as an investment into their families’ financial security.

“Life insurance is more than just a policy, it’s a safety net and important financial tool that brings people peace of mind during uncertain times,” said Rep. Tom Oliverson, M.D., (TX), NCOIL President. “As lawmakers, consumer protection is always our top priority and making sure people are well informed and empowered to make the best decisions for their families’ financial future is an important part of that. Far too often, people are either uninsured or underinsured, so this month is a great reminder to assess your need for coverage and take action.”

NCOIL CEO, Commissioner Tom Considine, said, “Sufficient life insurance coverage is an important aspect of a well-rounded financial plan and there are a variety of options that can work for people from all different walks of life. Two common misconceptions surrounding life insurance are that it is expensive and that it is not needed. However, many people can be insured for the price of a daily cup of coffee.”

“We at NCOIL urge consumers to consult with their financial advisor and find a plan that fits their needs and budget. It’s vital that everyone understands the benefits of life insurance and the risks of going without it,” Considine concluded.

Additional information and resources about Life Insurance Awareness Month can be found at <https://lifehappenspro.org/life-insurance-awareness-month>

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*NCOIL is a national legislative organization with the nation's 50 states as members, represented principally by legislators serving on their states' insurance and financial institutions committees. NCOIL writes Model Laws in insurance and financial services, works to preserve the State jurisdiction over insurance as established by the McCarran-Ferguson Act seventy-six years ago, and to serve as an educational forum for public policymakers and*



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*interested parties. Founded in 1969, NCOIL works to assert the prerogative of legislators in making State policy when it comes to insurance and educate State legislators on current and longstanding insurance issues.*