

616 Fifth Avenue, Unit 106
Belmar, NJ 07719
732-201-4133
CHIEF EXECUTIVE OFFICER: Will Melofchik



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Contact: Pat Gilbert
(732) 201-4133

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 “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 plays a vital role in protecting families and providing financial security when they need it most. Unfortunately, too many Americans remain without adequate coverage and may not have the financial protection they need for the future,” said Sen. Paul Utke (MN), NCOIL President. “As legislators, we have a responsibility to help consumers understand their options and recognize the value of planning ahead. This month is an important opportunity for people to take a closer look at their coverage options, consider their families’ needs, and take steps toward a more secure financial future.”

NCOIL CEO Will Melofchik stated, “We at NCOIL encourage consumers to take a fresh look at their financial plans and speak with a trusted advisor about life insurance coverage that fits their goals and budget. Life insurance can be an affordable and accessible way to provide financial protection and peace of mind for the future. By taking the time to understand their options and evaluate their coverage needs, consumers can take an important step toward greater financial confidence and security for themselves and their families.”

Additional information and resources about Life Insurance Awareness Month can be found at <https://www.limra.com/en/newsroom/life-insurance-awareness-month-2026/>.

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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 over 80 years ago, and to serve as an educational forum for public policymakers and 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.



WEBSITE: www.ncoil.org



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