



STATE OF TENNESSEE

# PROCLAMATION

BY THE GOVERNOR

**WHEREAS**, the life insurance industry pays billions of dollars to beneficiaries each year, providing a tremendous source of financial relief and security to families that experience the loss of a loved one; and

**WHEREAS**, despite the importance that people place on life insurance and the peace of mind that it brings to millions of American families, there are still too many Americans who lack adequate coverage; and

**WHEREAS**, the unfortunate reality today is that roughly 95 million adult Americans have no life insurance, and ownership of both individual and employer-sponsored life insurance has declined in recent years; and

**WHEREAS**, during times like these when the economy remains stagnant and so many families continue to struggle, life insurance coverage is more important than ever because most families have fewer financial resources to fall back on than in years past, increasing their financial vulnerability; and

**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 2011 as Life Insurance Awareness Month, the goal, of which is to get consumers thinking about their need for life insurance protection, to encourage them to seek advice from a qualified insurance professional, and to take the actions necessary to achieve a financially secure future for their loved ones;

**NOW, THEREFORE**, I Bill Haslam, Governor of the State of Tennessee, do hereby proclaim the month of September 2011, as

## LIFE INSURANCE AWARENESS MONTH

in Tennessee and encourage all citizens to join me in this worthy observance.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this 19th day of September, 2011.

Governor

Secretary of State