



STATE OF TENNESSEE
PROCLAMATION

BY THE GOVERNOR

WHEREAS, the vast majority of Americans recognize that it is important to protect loved ones with life insurance, with surveys indicating that 83 percent agree that most people need coverage; and

WHEREAS, the life insurance industry pays an estimated \$62 billion annually to beneficiaries, 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 there is a clear need for better communication about life insurance policies across all generations of Americans; and

WHEREAS, the unfortunate reality is that 60 million American families do not have adequate life insurance coverage; and

WHEREAS, 73 million Americans realize that they are underinsured and say they need life insurance; and

WHEREAS, life insurance coverage can provide certainty and ensure no one has to face tough times alone and as consumers look to ease their anxiety and safeguard family finances, and as leaders look to help protect their constituents' financial futures, life insurance provides solutions and the kind of certainty so many seek; and

WHEREAS, life insurance is a foundational tool for financial resilience and financial legacy for the next generation, helping keep homes and pay for college after a parent is lost; and

WHEREAS, the Tennessee Department of Commerce & Insurance joins other state and national insurance regulators in designating September 2021 as "Life Insurance Awareness Month," whose goal 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 Lee, Governor of the State of Tennessee, do hereby proclaim September 2021 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 thirty-first day of August, 2021.

A handwritten signature in blue ink that reads "Bill Lee".

Governor

A handwritten signature in blue ink that reads "LeDargatt".

Secretary of State

