



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**, roughly 95 million adult Americans have no life insurance; and

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

**WHEREAS**, the nonprofit LIFE Foundation and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2013 as Life Insurance Awareness Month; and

**WHEREAS**, the goal of Life Insurance Awareness Month 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, 2013, 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 thirtieth day of August, 2013.

Handwritten signature of Bill Haslam in blue ink.

Governor

Handwritten signature of Joe Hargett in blue ink.

Secretary of State

