



CHARLIE CRIST
GOVERNOR

LIFE INSURANCE AWARENESS MONTH

WHEREAS, the vast majority of Americans recognize that life insurance helps safeguard their families' financial security, and nearly 80 percent of U.S. households have some form of life insurance coverage; and

WHEREAS, the life insurance industry, which holds \$5 trillion in assets distributed among all segments of the economy, is a primary source of financial and retirement security to more than 75 million American families; and

WHEREAS, the life insurance industry paid \$58 billion to beneficiaries in 2007; and

WHEREAS, each year, life insurance benefits are a tremendous source of financial relief and security to families that are confronted by the death of a loved one; and

WHEREAS, despite the peace of mind that life insurance brings to millions of American families, too many Americans still lack adequate life insurance coverage; and

WHEREAS, the unfortunate reality today is that 68 million adult Americans have no life insurance, and most of those with coverage have less than experts recommend; and

WHEREAS, especially during times like these, when so many families are struggling, life insurance coverage is more important than ever because most people have far fewer financial resources on which to rely in the event of a premature death in their family; and

WHEREAS, a coalition representing hundreds of leading life insurance companies and organizations have designated September 2009 as "Life Insurance Awareness Month," whose goal is to make consumers more aware of their life insurance needs, seek professional advice, and take the actions necessary to achieve financial security for their loved ones;

NOW, THEREFORE, I, Charlie Crist, Governor of the State of Florida, do hereby extend greetings and best wishes to all observing September 2009 as *Life Insurance Awareness Month*.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capitol, this 18th day of September, in the year two thousand nine.

A handwritten signature in black ink, reading "Charlie Crist".

Governor