



Are you ready to make the most of Life Insurance Awareness Month in September?

September is **Life Insurance Awareness Month**, an unprecedented industry-wide effort to reach out to customers and spread the message about the vital role of life insurance. Last year, LIAM was a runaway success with many participating companies reporting a spike in sales during September.

Now, in 2005, we're taking this industry-wide campaign to the next level. The LIFE Foundation will again put millions of dollars of advertising and public

relations support behind the effort. And more than 100 companies, associations and other industry groups are expected to make major contributions to the campaign with marketing and awareness-building efforts of their own.

So start thinking now about how you will make the most of LIAM come September. And, we'll be making a concerted effort to help support you as you reach out to customers.



Coordinated by the Life and Health Insurance Foundation for Education.

For Agent use only. Not for use with or distribution to the public.