

Janice K. Brewer  
Governor

# Office of the Governor

**\* LIFE INSURANCE AWARENESS MONTH \***

**WHEREAS**, life insurance owned by individuals and businesses provides much needed income to spouses and families who have lost loved ones whose income they relied upon for sustenance and economic well-being; and

**WHEREAS**, life insurance tools such as wealth transfer, estate tax equity and estate planning help provide economic stability and security for families throughout our great State; and

**WHEREAS**, according to the Life Insurance Marketing and Research Association (LIMRA) study, nearly 95 million Americans lack life insurance coverage and that widows and widowers had to make difficult financial adjustments after loved ones died, including having to work additional jobs or longer hours, borrow money from friends and family, withdraw money from savings and investment accounts, or move to smaller, less expensive housing; and

**WHEREAS**, the Life and Health Insurance Foundation for Education (LIFE), the National Association of Insurance and Financial Advisors (NAIFA), and a coalition representing hundreds of leading life insurance companies and organizations have designated September as "Life Insurance Awareness Month" with the goal to make consumers more aware of their life insurance needs, encourage them to seek professional advice, and take the actions necessary to achieve the financial security of their loved ones.

**NOW, THEREFORE, I**, Janice K. Brewer, Governor of the State of Arizona, do hereby proclaim September 2014 as

**\* LIFE INSURANCE AWARENESS MONTH \***

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Arizona

*Janice K. Brewer*  
GOVERNOR

DONE at the Capitol in Phoenix on this eighteenth day of August in the year Two Thousand and Fourteen, and of the Independence of the United States of America the Two Hundred and Thirty-ninth.

ATTEST:

*Kim Blum*

Secretary of State

