



STATE of MINNESOTA

Proclamation

- WHEREAS: Minnesotans recognize the importance of protecting loved ones with life insurance; and
- WHEREAS: The life insurance industry pays roughly \$60 billion 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 people place on life insurance and the peace of mind that it brings to millions of families, there are still many Americans who lack adequate coverage; and
- WHEREAS: Today, roughly 95 million adult Americans have no life insurance, and ownership of both individual and employer-sponsored life insurance has declined in recent years; and
- WHEREAS: During times of economic distress, life insurance coverage is of the utmost importance, as many families have increased financial vulnerability; and
- WHEREAS: The Life and Health Insurance Foundation for Education, a nonprofit organization, along with a coalition of leading life insurance companies and organizations, are promoting September, 2012 as "Life Insurance Awareness Month." The goals of Life Insurance Awareness Month are to increase consumer awareness of the need for life insurance protection, encourage consumers to seek advice from a qualified insurance professional, and promote the actions necessary to achieve financial security for their loved ones.

NOW, THEREFORE, I, MARK DAYTON, Governor of Minnesota, do hereby proclaim the month of September, 2012 as:

LIFE INSURANCE AWARENESS MONTH

in the State of Minnesota.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 23rd day of August.


GOVERNOR





SECRETARY OF STATE