

PROCLAMATION

WHEREAS: Thirty-five percent of households would endure adverse financial impacts within one month of a primary wage earner's death, according to the 2018 Insurance Barometer Study by Life Happens, a nonprofit dedicated to educating the public about insurance coverage options, and LIMRA, a worldwide research and consulting organization for the insurance and financial services industry; and

WHEREAS: The study further showed that about 85 percent of consumers agree that most people need life insurance, yet just 62 percent said they have it. This coverage gap is caused by misconceptions regarding the cost of life insurance and individuals' competing priorities; and

WHEREAS: Many consumers believe life insurance costs nearly three times its actual price; and

WHEREAS: More than half of American adults have either no life insurance or less coverage than most experts recommend, which is approximately seven years' worth of income; and

WHEREAS: The life insurance industry pays more than \$50 billion to beneficiaries each year; however, nearly half of U.S. households have an average life insurance need gap of \$200,000; and

WHEREAS: Every September, Life Happens and a coalition representing more than 100 leading life insurance companies and organizations spread awareness of the need for life insurance and encourage consumers to seek advice and to take necessary action to ensure a financially secure future for their loved ones.

NOW, THEREFORE, I, LENNY CURRY, by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby proclaim September 2018 as

LIFE INSURANCE AWARENESS MONTH

in Jacksonville and encourage all citizens to research their life insurance options and plan ahead for the unexpected.



IN WITNESS THEREOF, this 31st day of August
in the year Two Thousand 18

A handwritten signature in blue ink, appearing to read "Lenny Curry", is written over a horizontal line.

MAYOR

CITY OF JACKSONVILLE, FLORIDA