



Bismarck

City Administration

PROCLAMATION

WHEREAS, the vast majority of Americans recognize that it is important to protect loved ones with life insurance, with a recent survey indicating that 83 percent agree that most people need coverage; and

WHEREAS, the life insurance industry pays \$62 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 that people place on life insurance and the peace of mind that it brings to millions of American families, there are still too many Americans who lack adequate coverage; and

WHEREAS, the unfortunate reality is that roughly 95 million adult Americans have no life insurance and most with coverage have less than most experts recommend; and

WHEREAS, millions of Americans realize that they are underinsured, with nearly one in three believing that they do not have enough coverage; and

WHEREAS, during times like these when so many families continue to struggle, life insurance coverage is more important than ever because most families have fewer financial resources to fall back on than in years' past, increasing their financial vulnerability; and

WHEREAS, the nonprofit LIFE Foundation and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2013 as "Life Insurance Awareness Month," whose goal is to get consumers thinking about their need for life insurance protection, to encourage them to seek advice from a qualified insurance professional, and to take the actions necessary to achieve a financially secure future for their loved ones.

NOW, THEREFORE, I, John Warford, Mayor of the City of Bismarck, have the honor and pleasure of *PROCLAIMING* the month of September, 2013 as

LIFE INSURANCE AWARENESS MONTH

in Bismarck and urge all citizens to learn more about life insurance and its benefits.

IN WITNESS WHEREOF, I have hereunto set my hand and seal of this City of Bismarck this 28th day of August, 2013.



JOHN WARFORD, MAYOR