

Proclamation



Bob Buckhorn, Mayor

WHEREAS, life insurance provides financial security for families in the event of death by helping surviving family members meet immediate, ongoing, and future financial obligations and objectives; and

WHEREAS, surveys consistently indicate that the vast majority of Americans believe that life insurance is an essential part of a sound financial plan. However, the unfortunate reality today is that over 44 percent of households in the United States say they lack adequate life insurance protection; and

WHEREAS, when a family provider dies prematurely, insufficient insurance coverage often results in financial hardship for surviving family members, forcing them to take such measures as work additional jobs or longer hours, borrow money from family and friends, scale back educational plans for children, spend down money from savings and investment accounts, and move to less expensive housing; and

WHEREAS, determining how much and what kind of insurance to buy is one of the most important financial decisions consumers will ever make and receiving expert advice from a qualified life insurance professional can be of significant benefit to all our citizens; 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 2011 as "Life Insurance Awareness Month," in an effort to make consumers more aware of their life insurance needs, to urge them to seek professional advice, and to take the actions necessary to achieve the financial security of their loved ones.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida do hereby proclaim the month of September 2011 as

"LIFE INSURANCE AWARENESS MONTH"

in the City of Tampa, Florida and urge all residents to take the steps necessary to educate themselves about life insurance and its many benefits.

Dated in Tampa, Florida, this 27th day of September, 2011.



Bob Buckhorn

Mayor

