

PROCLAMATION

WHEREAS: One in three households would struggle to pay living expenses if the primary wage earner died, according to the 2016 Insurance Barometer Study by Life Happens and LIMRA. Life insurance is intended to provide financial security after such an event; and

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

WHEREAS: Many consumers believe life insurance costs nearly three times its actual price. For a healthy 30-year-old, for example, a 20-year, \$250,000 level term life policy costs just \$150 annually; and

WHEREAS: More than half of American adults have either no life insurance or less coverage than most experts recommend; and

WHEREAS: The life insurance industry pays more than \$50 billion to beneficiaries each year; however, experts estimate that uninsured and under-insured U.S. households have a collective \$15.3 trillion in unmet needs following the death of loved ones; and

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

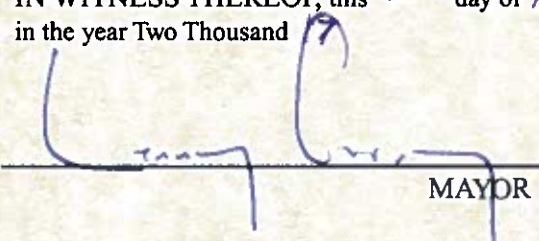
NOW, THEREFORE, I, LENNY CURRY, by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby proclaim September 2017 as

LIFE INSURANCE AWARENESS MONTH

in Jacksonville and encourage all citizens to learn more about the benefits of obtaining life insurance.



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


MAYOR

CITY OF JACKSONVILLE, FLORIDA