

Life Insurance Awareness Month Recognized

Life Insurance: Now More Than Ever

August, 2010

Port Huron, Michigan – Recession, layoffs and falling stock and bond prices seem to be knocking over the pillars of our financial security, one by one. Many of us have either lost a job or have a friend or family member who has. All of us have been hit with painful losses in the value of our homes and in our savings and investment accounts. One source of financial security still stands strong, however, and that's life insurance. While so many aspects of people's financial lives look bleak at the moment, life insurance continues to do exactly what it was designed to - serve as the foundation of your family's financial security.

Woman's Life Insurance Society in conjunction with the Life and Health Insurance Foundation for Education (LIFE), a nonprofit organization whose mission is to help Americans make smart insurance-buying decisions, is recognizing September as Life Insurance Awareness Month. The goal of this public awareness campaign is to encourage consumers to take stock of their life insurance needs. This year's theme is the "Wonders of Life".

From simple pleasures like enjoying quality time with loved ones to major milestones such as seeing your child graduate or walk down the wedding aisle, these are the moments we cherish most. You work hard to make sure your loved ones have a comfortable life, and hopefully one that includes its fair share of wondrous moments. But if you were suddenly out of the picture, would your loved ones have the same opportunities and quality of life? Life insurance helps ensure that the lifestyle you've worked so hard to achieve for your loved ones won't come to a halt if something were to happen to you.

Life Insurance Awareness Month is the perfect time for a life insurance review. Adequate life insurance protection affords you "The 7 Wonders of Life Insurance":

1. Buys Time – Allows loved ones to focus on their grief by helping to pay for the funeral and other final expenses.
2. Provides a fresh start – Lets loved ones start with a clean slate by helping to pay off credit card bills, outstanding loans and even the mortgage.
3. Generate income – Helps replace lost income for years to come so that surviving family members can continue to pay for life's necessities.

4. Offers flexibility – Gives a surviving spouse the chance to take time off from work or to switch to a job that offers a more flexible work schedule.
5. Creates opportunities – Can provide funding to start a business, or pay for schooling so surviving family members can train for a new career.
6. Funds the future – Offers a way to fund longer-range goals like a college education for the kids or a secure retirement for a surviving spouse.
7. Leaves a legacy – Gives parents the chance to leave future generations with the legacy of long-term financial security.

Don't gamble with your family's financial future. Take charge of your life insurance situation today and rest easier knowing your loved ones would be taken care of if something happens to you.

For more information about Life Insurance Awareness Month and the Life and Health Insurance Foundation for Education, visit their web site at www.lifehappens.org.

For more information about how Woman's Life can help meet your life insurance needs, call the Woman's Life Sales Department at 1-810-985-5191. Additional information can be found on the Woman's Life web site at www.womanslife.org.