

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, yet approximately 40 percent have not bought life insurance because they are unsure how much and what types to purchase; and

WHEREAS, determining the appropriate amount of coverage and what kind of insurance to buy is one of the most important financial decisions consumers will ever make, and receiving expert advice and guidance from a qualified life insurance professional can be of significant benefit to uninsured or underinsured individuals and their families; 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, founded in 1890 as the National Association of Underwriters, the National Association of Insurance and Financial Advisors (NAIFA) is the oldest and largest organization serving and representing insurance and financial advisors regardless of the products they sell or the focus of their practice, and its mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members; and

WHEREAS, through the industry-wide campaign **Life Happens**, September is designated 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 actions 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 2018 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 1st day of September, 2018.



Bob Buckhorn

Mayor

