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NCOIL HIGHLIGHTS LIFE INSURANCE AWARENESS MONTH *Urges the Importance of Protecting Loved Ones*

Manasquan, NJ – The National Council of Insurance Legislators (NCOIL) highlights September as Life Insurance Awareness Month. This campaign has been designated to serve as a reminder to families of the value of life insurance and encourage them to perceive life insurance as an investment into their families.

NCOIL President, IN Rep. Matt Lehman stated, “Now more than ever, Americans need to be reminded to include life insurance in their financial plans. The COVID-19 pandemic has created devastating outcomes for many. Families without life insurance could experience not only immeasurable emotional pain but also severe financial deprivation.”

NCOIL CEO, Commissioner Tom Considine said, “This year has made clear that unexpected events are part of life as we know it. Two common perceptions surrounding life insurance are that it is expensive and that it is not needed. Many people can be insured for the price of a daily cup of coffee. Talk to your financial representative for a quote and work within your budget for a plan that is best for you. People of all ages are falling victim to COVID and everything can change in an instant. Everyone should understand the benefits of life insurance and the risks of going without it.”

Life happens created and coordinates the Life Insurance Awareness Month (LIAM) campaign every September since 2004. Information and resources about Life Insurance Awareness Month can be found at <https://lifehappenspro.org/life-insurance-awareness-month>.

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NCOIL is a national legislative organization with the nation's 50 states as members, represented principally by legislators serving on their states' insurance and financial institutions committees. NCOIL writes Model Laws in insurance and financial services, works to preserve the State jurisdiction over insurance as established by the McCarran-Ferguson Act seventy-five years ago, and to serve as an educational forum for public policymakers and interested parties. Founded in 1969, NCOIL works to assert the prerogative of legislators in making State policy when it comes to insurance and educate State legislators on current and longstanding insurance issues.



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