

STATE OF OHIO
Executive Department

OFFICE OF THE GOVERNOR

Columbus

RESOLUTION

WHEREAS, life insurance protects families financially in the event of death by aiding surviving family members with current and future financial commitments. While 44 percent of U.S. households say they do not have sufficient life insurance, surveys indicate that the majority of Americans find life insurance as a vital part of a financial plan; and

WHEREAS, families often find themselves with financial hardships when a family member dies with inadequate life insurance. These occurrences often force families to find other sources of income; and

WHEREAS, individuals, families and businesses can benefit greatly from the guidance of an experienced life insurance professional when deciding what kind and how much insurance is necessary; and

WHEREAS, according to the non-profit organization Life and Health Insurance Foundation for Educators (LIFE), 45% of those who say they need life insurance admit they haven't gotten around to securing it; and

WHEREAS, in order to raise the awareness of life insurance needs and move consumers to take the necessary precautions to ensure financial security of their families, the National Association of Insurance and Financial Advisors (NAIFA), LIFE and an alliance representing hundreds of prominent life insurance companies and organizations have chosen September 2012 as "Life Insurance Awareness Month."

NOW, THEREFORE, WE, John R. Kasich, Governor and Mary Taylor, Lt. Governor of the State of Ohio, do hereby designate September, 2012 as

**LIFE INSURANCE
AWARENESS MONTH**

throughout Ohio and urge Ohioans to learn more about life insurance and its benefits.

On this 1st day of September, 2012;

John R. Kasich
Governor

Mary Taylor
Lt. Governor

