



CERTIFICATE of RECOGNITION

By virtue of the authority vested by the Constitution in the Governor of the Commonwealth of Virginia, there is hereby officially recognized:

LIFE INSURANCE AWARENESS MONTH

WHEREAS, the vast majority of Virginians recognize that it is important to own life insurance to safeguard the financial security of their loved ones; and

WHEREAS, the life insurance industry pays roughly \$7 billion to Virginia beneficiaries each year, providing a tremendous source of financial relief and security to families that experience the loss of a loved one; and

WHEREAS, despite the peace of mind that life insurance brings to hundreds of thousands of Virginia families, there are still too many Virginians that lack adequate life insurance coverage; and

WHEREAS, the unfortunate reality today is that a tremendous number of adult Virginians have no life insurance, and most of those with coverage have less than experts recommend; and

WHEREAS, a recent survey found that nearly half of all Americans are worried about how their families would manage financially if they were to die tomorrow; and

WHEREAS, during times like these when so many families continue to struggle, life insurance coverage is more important than ever because most families have fewer financial resources to fall back on than in years past, increasing their financial vulnerability; and

WHEREAS, the goal is to get consumers thinking about their need for life insurance protection, to encourage them to seek advice from a qualified insurance professional, and to take the actions necessary to achieve a financially secure future for their loved ones;

NOW, THEREFORE, I, Robert F. McDonnell, do hereby recognize September 2013 as **LIFE INSURANCE AWARENESS MONTH** in our **COMMONWEALTH OF VIRGINIA**, and I call this observance to the attention of all our citizens.




Governor


Secretary of the Commonwealth