



PROCLAMATION

ONE CITY. ONE JACKSONVILLE.

WHEREAS: Life Insurance Awareness Month was launched in 2004 by Life Happens, a nonprofit organization; and

WHEREAS: Among Americans who have life insurance, roughly 70% indicate they would still feel financially secure if the primary wage earner were to pass away. However, only about half of Americans who lack life insurance indicate they would feel financially secure in this circumstance; and

WHEREAS: The number of Americans who believe they don't have enough life insurance has more than doubled since 2010 and many Americans are unaware that certain aspects of personal history—unrelated to health—are considered by insurers when determining an individual's life insurance quote; and

WHEREAS: Death is incredibly hard to talk about, but it falls to everyone to understand the consequences of their loss, and do what they can to protect their family from undue financial burdens in the event of the unexpected; and

WHEREAS: There are many ways to ensure families and loved ones are taken care of. The National Association of Insurance and Financial Advisors (NAIFA) offer advice, programs, and assistance in planning for such unexpected, yet devastating events; and

WHEREAS: Each family knows what is right for them and should take the time to assess their situation and ensure their loss does not place any more burdens on those they love.

NOW, THEREFORE, I, DONNA DEEGAN, by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby proclaim September 2023 as

LIFE INSURANCE AWARENESS MONTH

in Jacksonville and encourage all citizens to research their life insurance options and plan for the unexpected.



IN WITNESS THEREOF, this 25th Day of Aug. in the year Two Thousand and Twenty-Three.


MAYOR

CITY OF JACKSONVILLE, FLORIDA