

PROCLAMATION

WHEREAS, life insurance provides financial security and stability for families in the event of death thereby helping surviving family members to meet immediate, ongoing, and future financial obligations and objectives; and

WHEREAS, surveys consistently indicate that the vast majority of American families believe that life insurance is an essential part of a sound financial plan, but unfortunately, 44% of United States households say they lack adequate life insurance protection; and

WHEREAS, life insurance has been the asset source of choice to create estate planning arrangements to preserve the personal and business property of many of our citizens and their families; and

WHEREAS, in 2004 and 2005, a majority of state governors signed proclamations recognizing September as Life Insurance Awareness Month, and on July 28, 2005, the U.S. Senate in an unanimous vote passed Senate Resolution 233 recognizing September 2005 as Life Insurance Awareness Month in the United States; and

WHEREAS, the Life and Health Insurance Foundation for Education (Life), the National Association of Insurance and Financial Advisors (NAIFA), and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2011 as "Life Insurance Awareness Month," whose goal is to make consumers more aware of their life insurance needs, encourage them to seek professional advice, and take the actions necessary to achieve the financial security of their loved ones;

NOW, THEREFORE, I, Ed Kelley, Mayor of the City Ormond Beach, Florida, do hereby proclaim September 2011 as

LIFE INSURANCE AWARENESS MONTH

in the City of Ormond Beach and urge our citizens to learn more about life insurance and its benefits through the members of the National Association of Insurance and Financial Advisors.

IN WITNESS WHEREOF, I hereunto set my hand and cause the seal of the City of Ormond Beach, Florida, to be affixed this 8th day of September in the year of our Lord, Two Thousand Eleven.



Ed Kelley
ED KELLEY
Mayor