

# PROCLAMATION

**WHEREAS**, the vast majority of Americans recognize that it is important to protect loved ones with life insurance, with a recent survey indicating that 83 percent agree that most people need coverage; and

**WHEREAS**, despite the importance that people place on life insurance and the peace of mind that it brings to millions of American families, there are still too many Americans who lack adequate coverage. The unfortunate reality is that roughly 95 million adult Americans have no life insurance and most with coverage have less than most experts recommend; and

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

**WHEREAS**, the life insurance industry pays \$62 billion to beneficiaries each year, providing a tremendous source of financial relief and security to families that experience the loss of a loved one; and

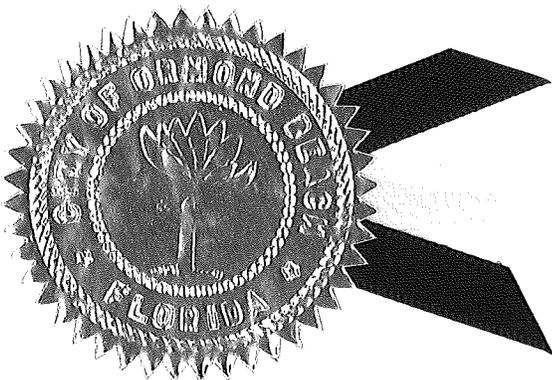
**WHEREAS**, the nonprofit LIFE Foundation and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2014 as "Life Insurance Awareness Month," whose goal is to get consumers thinking about their need for life insurance protection, to encourage 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, Ed Kelley, Mayor of the City of Ormond Beach, Florida do hereby proclaim the month of September 2014 as

## LIFE INSURANCE AWARENESS MONTH

in Ormond Beach, Florida and urge all residents to learn more about life insurance and its benefits.

**IN WITNESS THEREOF**, I have hereunto set my hand and cause the seal of the City of Ormond Beach, Florida, to be affixed this 11<sup>th</sup> day of September in the year of our Lord, Two Thousand Fourteen.



*Ed Kelley*  
ED KELLEY  
Mayor