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NCOIL HIGHLIGHTS LIFE INSURANCE AWARENESS MONTH *Urges the Importance of Protecting Loved Ones*

Belmar, NJ – Congress has designated September as “National Life Insurance Awareness Month”. The National Council of Insurance Legislators (NCOIL) applauds this designation. NCOIL focuses on this campaign to serve as a reminder to families of the value of life insurance and encourage them to perceive life insurance as an investment into their families’ security.

NCOIL President, CA Asm. Ken Cooley stated, “As legislators, it is our primary responsibility to protect consumers; bringing awareness to the importance of life insurance is a vital part of that. The gap between Americans who need life insurance and those who actually have it is far too wide. I encourage everyone to assess their need for coverage and do what they can to help close that gap.”

NCOIL CEO, Commissioner Tom Considine, said, “Having adequate life insurance coverage can provide resiliency during the most unexpected of times.” He continued, “Two common perceptions surrounding life insurance are that it is expensive and that it is not needed. However, many people can be insured for the price of a daily cup of coffee.”

“NCOIL urges consumers to consult with their financial advisor to get a quote to find a plan that fits their needs and budget. Consumers can choose from among many different varieties of life insurance and the policy can be changed to account for changes in personal or economic circumstances. Everyone should understand the benefits of life insurance and the risks of going without it,” Considine concluded.

Additional information and resources about Life Insurance Awareness Month can be found at <https://lifehappenspro.org/life-insurance-awareness-month>

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NCOIL is a national legislative organization with the nation's 50 states as members, represented principally by legislators serving on their states' insurance and financial institutions committees. NCOIL writes Model Laws in insurance and financial services, works to preserve the State jurisdiction over insurance as established by the



WEBSITE: www.ncoil.org



Sound Public Policy In 50 States For 50-Plus Years

McCarran-Ferguson Act seventy-six years ago, and to serve as an educational forum for public policymakers and interested parties. Founded in 1969, NCOIL works to assert the prerogative of legislators in making State policy when it comes to insurance and educate State legislators on current and longstanding insurance issues.