

Office of the Mayor

Proclamation

Whereas:

The vast majority of Americans 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 approximately \$58 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: Despite the peace of mind that life insurance brings to millions of American families, there are still too many Americans that lack adequate life insurance coverage; and

WHEREAS: The unfortunate reality today is that roughly 95 million adult Americans have no life insurance, and most of those with coverage have less than experts recommend; and

WHEREAS: Millions of Americans realize that they are underinsured, with nearly one in three believing that they do not have enough coverage; 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 nonprofit Life and Health Insurance Foundation for Education (LIFE) and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2012 as "Life Insurance Awareness Month," with the goal of getting consumers to think 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.

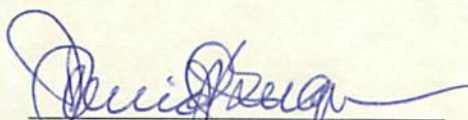
NOW THEREFORE: I, David J. Berger, Mayor of the City of Lima, Ohio, do hereby proclaim September 2012 as

LIFE INSURANCE AWARENESS MONTH

in Lima, Ohio and urge all citizens to learn more about life insurance and its benefits.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Seal of the City of Lima, Ohio, this 28th day of August 2012.




DAVID J. BERGER, MAYOR
CITY OF LIMA, OHIO