

WHEREAS; annuities are written contracts between an individual and a life insurance company where the insurance company will make ongoing payments to that individual in exchange for a premium, providing a safe, reliable means for individuals who want a predictable way to meet current and future financial obligations and goals; and

WHEREAS; many consumers are looking for a financial vehicle that provides the benefits that annuities offer, specifically the ability to address the concern of running out of money during retirement; and

WHEREAS; outliving one’s retirement income creates a financial hardship that may require additional years of employment, reduce the standard of living in retirement, defeat the fulfillment of legacy goals, or require dependence upon family and friends for monetary support; and

WHEREAS; determining what kind of an annuity to buy and when to take income is one of the more important financial decisions consumers will make, and individuals and families can benefit greatly from the expert advice of a qualified insurance or financial services professional and should consult with a licensed or registered financial professional to determine whether an annuity is appropriate for their specific financial circumstances and objectives; and

WHEREAS; this month, the state of Wisconsin joins dedicated professionals and organizations across the state in educating consumers on annuity benefits, supporting them in considering annuities for meeting specific financial goals, and encouraging them to seek professional advice for considering annuities in their income and legacy planning;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim June 2025 as

ANNUITY AWARENESS MONTH

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 28th day of May 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State