

WHEREAS; life insurance can provide families with relief in times of great difficulty, saving them from additional stress surrounding the loss of a loved one by providing financial support to sustain their livelihood and assist with—among other considerations—their loved one’s funeral, burial, or cremation costs; and

WHEREAS; according to research conducted by LIRMA and Life Happens, one in four Americans believe they’d face financial hardship within a month of a primary wage earner dying, yet despite its potential benefits, which include greater financial resilience and peace of mind, only about half of consumers own life insurance; and

WHEREAS; there are hundreds of life insurance companies that do business in Wisconsin, paying out billions of dollars in life insurance and annuities every year to safeguard Wisconsin families and businesses; and

WHEREAS; the state of Wisconsin is the only state in the nation to operate its own State Life Insurance Fund, created over a century ago to make life insurance more accessible and affordable for every Wisconsinite; and

WHEREAS; every year, National Life Insurance Awareness Month is observed during the month of September as a time to reflect on the role that life insurance plays in helping individuals safeguard the financial future of their families; and

WHEREAS; this occasion also provides state agencies, insurance providers, and advocacy organizations with the opportunity to raise awareness of the importance of life insurance and encourage people to learn more about their options for coverage; and

WHEREAS; this month, the state of Wisconsin joins the Wisconsin Office of the Commissioner of Insurance, along with dedicated insurance providers and advocacy organizations across the state, in ensuring all Wisconsinites have access to comprehensive information and resources related to life insurance and encouraging present and future generations to consider their life insurance options;

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

NATIONAL LIFE INSURANCE 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 12th day of August 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State