

WHEREAS; every year, National Life Insurance Awareness Month is observed throughout September as a time to reflect on the role that life insurance plays in helping folks 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 life insurance coverage; and

WHEREAS; despite the potential benefits of life insurance for families, which include greater financial resilience and peace of mind, only around half of consumers report owning life insurance, and according to a 2022 study conducted by LIMRA and Life Happens, it is estimated that 106 million American adults do not have adequate coverage; and

WHEREAS; life insurance can provide families with relief in times of great difficulty and loss, 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—funeral, burial, or cremation costs; and

WHEREAS; over 400 life insurance companies do business in Wisconsin, paying out \$34.5 million in life insurance and annuities every day to safeguard Wisconsin families and businesses; and

WHEREAS; our state also operates its own State Life Insurance Fund, created over a century ago, to make life insurance more accessible and affordable for every Wisconsinite; 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 our state, in ensuring that 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 2022 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 30th day of August 2022.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State