

House Resolution

No. 64

Introduced by Assembly Member Daly

August 15, 2016

House Resolution No. 64—Relative to Life Insurance Awareness Month.

1 WHEREAS, With a recent survey indicating that 80 percent of
2 people agree that most people need life insurance coverage, the
3 vast majority of Americans recognize that it is important to protect
4 loved ones with life insurance; and

5 WHEREAS, The life insurance industry pays \$63,000,000,000
6 to beneficiaries each year, providing a tremendous source of
7 financial relief and security to families that experience the loss of
8 a loved one; and

9 WHEREAS, Despite the importance that people place on life
10 insurance and the peace of mind that it brings to millions of
11 American families, there are still too many Americans who lack
12 adequate coverage; and

13 WHEREAS, The unfortunate reality is that more than 95 million
14 adult Americans have no life insurance coverage and most people
15 with coverage have less than most experts recommend; and

16 WHEREAS, During times like these when so many families
17 continue to struggle economically, life insurance coverage is more
18 important than ever because people have fewer financial resources
19 to fall back on than in years past, increasing their financial
20 vulnerability; and

21 WHEREAS, The nonprofit Life Happens and a coalition
22 representing hundreds of leading life insurance companies and
23 organizations have designated September 2016 as Life Insurance

1 Awareness Month, the goal of which is to get consumers thinking
2 about their need for life insurance protection and to encourage
3 consumers to seek advice from a qualified life insurance
4 professional and take the actions necessary to achieve a financially
5 secure future for their loved ones; now, therefore, be it
6 *Resolved by the Assembly of the State of California*, That the
7 Assembly recognizes and supports the goals and ideals of Life
8 Insurance Awareness Month and declares September 2016 as Life
9 Insurance Awareness Month in California; and be it further
10 *Resolved*, That the Chief Clerk shall transmit copies of this
11 resolution to the author for appropriate distribution.