



PROCLAMATION

Life Insurance Awareness Month September 2007

WHEREAS, nearly 50 million Americans say they lack the life insurance coverage needed to ensure a secure financial future for their loved ones; and

WHEREAS, life insurance provides financial security for families in the event of a premature death by helping surviving family members to meet immediate and long-term financial obligations and objectives; and

WHEREAS, recent studies have found that when a premature death occurs, insufficient life insurance coverage results in three-fourths of surviving family members having to take measures such as working additional jobs or longer hours, borrowing money, withdrawing money from savings and investment accounts, and, in many cases, moving to lesser housing; and

WHEREAS, the City of Santa Barbara is proud to have the Santa Barbara Association of Insurance and Financial Advisors as one of its distinguished organizations in our community that serves the needs of our citizens in improving the financial services of our citizens; and

WHEREAS, the goal of Life Insurance Awareness Month is to make consumers more aware of their life insurance needs, and encourage them to seek professional advice,

*NOW, THEREFORE, I, MARTY BLUM, by virtue of the authority vested in me as Mayor of the City of Santa Barbara, California, do hereby proclaim September 2007 as **LIFE INSURANCE AWARENESS MONTH** and encourage all citizens to take the necessary steps to ensure the financial security of their loved ones.*

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California, to be affixed this 6th day of September, 2007.

Marty Blum
MARTY BLUM, MAYOR

