



**City of Pittsburg**

65 Civic Avenue • Pittsburg, California 94565

**PROCLAMATION**

**LIFE INSURANCE AWARENESS MONTH  
SEPTEMBER 2007**

*WHEREAS, nearly 50 million Americans say they lack the life insurance coverage needed to ensure a 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 National Association of Insurance and Financial Advisers, Mt. Diablo Chapter has been in existence since 1957 and serves the needs of our citizens in improving the financial services of our populace; 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, Ben Johnson, Mayor of the City of Pittsburg, on behalf of the entire City Council, 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.*



*Ben Johnson*

Ben Johnson, Mayor

ATTEST:

*Alice E. Evenson*

Alice E. Evenson, City Clerk

September 4, 2007