

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

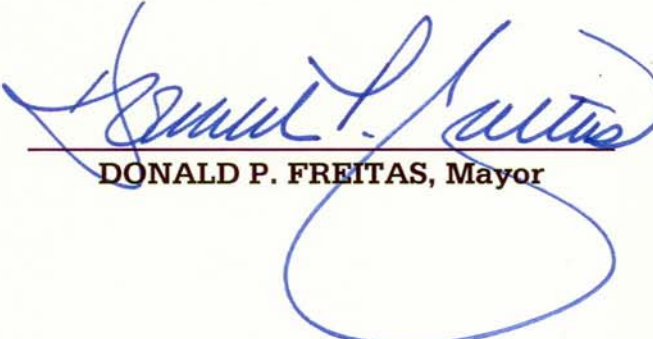
WHEREAS, life insurance provides financial security for families in the event of a premature death by helping surviving family members to meet immediate and long-term financial obligations and objectives; and

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 investments accounts, and, in many cases, moving to lesser housing; 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, DONALD P. FREITAS, Mayor of the City of Antioch 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.

DATED: September 11, 2007



DONALD P. FREITAS, Mayor

