



PROCLAMATION

ONE CITY. ONE JACKSONVILLE.

WHEREAS: Life insurance provides financial security for families in the event of death by helping surviving family members to meet immediate, ongoing, and future financial obligations and objectives; and

WHEREAS: Surveys consistently indicate that the vast majority Americans believe that life insurance is an essential part of a sound financial plan, but they often lack adequate life insurance coverage; and

WHEREAS: Despite the peace of mind that life insurance brings to millions of American families, more than half of American adults have either no life insurance or less coverage than most experts recommend; and

WHEREAS: This coverage gap is caused by misconceptions regarding the cost of life insurance and individuals' competing priorities; and

WHEREAS: Every September, Life Happens and a coalition representing more than 100 leading life insurance companies and organizations spread awareness of the need for life insurance and encourage consumers to seek advice and to take necessary action to ensure a financially secure future for their loved ones.

NOW, THEREFORE, I, LENNY CURRY, by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby proclaim September 2020 as

LIFE INSURANCE AWARENESS MONTH

in Jacksonville and encourage all citizens to research their life insurance options and plan ahead for the unexpected.



IN WITNESS THEREOF, this 11th day of August
in the year Two Thousand Twenty

Lenny Curry

MAYOR

CITY OF JACKSONVILLE, FLORIDA