

WHEREAS, life insurance can provide financial security following the death of a family member by helping survivors to meet immediate, ongoing, and future financial obligations and objectives; and

WHEREAS, the majority of Americans believe that life insurance is part of a sound financial plan, yet nearly half of all households say they lack adequate life insurance protection; and

WHEREAS, the premature death of an insufficiently insured financial provider often results in hardship for surviving family members, possibly causing them to take on additional jobs or longer hours, borrow from family and friends, scale back educational plans, spend down savings and investment accounts, or move to less expensive housing; and

WHEREAS, this year's observance of Life Insurance Awareness Month reminds consumers to review their life insurance needs, seek professional advice, and take the necessary actions to help achieve the future financial security of their families.

NOW, THEREFORE, I, Mark Sanford, Governor of the Great State of South Carolina, do hereby proclaim September 2009 as

LIFE INSURANCE AWARENESS MONTH

throughout the state and encourage all South Carolinians to learn more about life insurance and its benefits.