



Proclamation

By the Governor of Alabama

WHEREAS, life insurance provides financial security to families who suffer an unexpected loss, helping surviving family members meet immediate, ongoing and future obligations; and

WHEREAS, 90 million American families depend on life insurers' products to protect their financial and retirement security; and

WHEREAS, life insurers paid out \$2.21 billion in life insurance benefits to Alabama families in 2022; and

WHEREAS, Alabama residents own 4.8 million individual life insurance policies, with coverage averaging \$66,000 per policyholder; and

WHEREAS, life insurance companies invest approximately \$67 billion in the Alabama economy; and

WHEREAS, there are 416 life insurers licensed to do business in Alabama, generating approximately 30,800 jobs; and

WHEREAS, the American Council of Life Insurers, the Alabama Chapter of the National Association of Insurance and Financial Advisors and the Alabama Department of Insurance desire to raise awareness to the importance of access to affordable financial protection products;

NOW, THEREFORE, I, Kay Ivey, Governor of Alabama, do hereby proclaim September 2024, as

Life Insurance Awareness Month

in the state of Alabama.



*Given Under My Hand and the Great Seal of the
Office of the Governor at the State Capitol in the City
of Montgomery on the 19th day of September 2024.*

Kay Ivey

Kay Ivey, Governor