

# "There are 75 million of us."



**75 million  
American families  
count on the life insurance industry  
to protect their financial future.**

**Life is unpredictable.** That's why American families turn to life insurance, annuities, long-term care and disability income insurance.

Whether acquired individually or at work, the basic fact remains the same: Life insurers' products help protect 75 million American families against economic uncertainty – providing peace of mind, long-term savings and a guarantee of lifetime income when it's time to retire.

**Life Insurance, Annuities, Long-Term Care  
and Disability Income Insurance**

***Security American Families Count On***

**VISIT**  
**[SecureFamily.org](https://SecureFamily.org)**

Paid for by America's life insurance industry.