

Susan K. Neely
President & Chief Executive Officer

September 2, 2020

Dear {INSERT NAME}:

With today's uncertainties, seeking stronger financial footing for Americans has never been more important.

This month offers an opportunity to consider the role life insurance plays in providing financial protection. As I said at yesterday's kickoff, [September is Life Insurance Awareness Month](#), an annual event sponsored by Life Happens and supported by ACLI.

Life insurance has always existed to provide certainty and to be there so no one has to face tough times alone. Today, as consumers look to ease their anxiety and safeguard family finances, and as policy leaders look to help protect their constituents' financial futures, life insurance provides solutions and the kind of certainty so many are looking for.

As Life Insurance Awareness Month begins, we draw your attention to information specific to your state in the attachment as well as the overall:

- \$2.1 billion paid out by life insurers every day, alongside the \$2.7 billion paid each day by Social Security
- \$6.3 trillion invested in the U.S. economy by life insurers making long-term investments to meet the guarantees made to policyholders
- 2.7 million life insurance industry jobs nationwide.

ACLI appreciates the opportunity for continued dialogue as you seek public policies to build financial security for more Americans. On their behalf, we are also sending this [social media tool kit](#) to help raise awareness. Given the economic fallout from COVID-19 and the essential focus on financially underserved communities, life insurance is an affordable, accessible tool to protect families and contribute to building generational wealth.

Sincerely,

[SIGNATURE]

Susan K. Neely