



## Proclamation

*WHEREAS, life insurance provides financial security for families in the event of a premature death by helping surviving family members to meet ongoing and future obligations and objectives; and*

*WHEREAS, according to surveys, a vast majority of Americans believe life insurance is an essential part of a sound financial plan. Unfortunately, millions of Americans state they lack adequate life insurance protection for themselves and their families; and*

*WHEREAS, recent studies have found that when a premature death occurs, insufficient life insurance coverage on the part of the insured results in three-fourths of surviving families members having to take measures, such as working additional jobs or longer hours, borrowing money, withdrawing money from savings and investment accounts, and, in too many cases, moving to smaller, less expensive housing; and*

*WHEREAS, the residents of Colorado are encouraged to become more aware of their life insurance needs, see professional advice and take actions necessary to achieve the financial security of their loved ones;*

*Therefore, I, John W. Hickenlooper, Governor of the State of Colorado, do hereby proclaim September 2014,*

### *LIFE INSURANCE AWARENESS MONTH*

*in the State of Colorado.*

*GIVEN under my hand and the Executive Seal of the State of Colorado, this first day of September, 2014*

A handwritten signature in black ink, reading "John W. Hickenlooper". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

*John W. Hickenlooper  
Governor*

