

PROCLAMATION

Whereas, the vast majority of Americans recognize that it is important to protect loved ones with life insurance, with surveys indicating that more than 80 percent agree that most people need coverage;

Whereas, the life insurance industry provides a tremendous source of financial relief and security to families that experience the loss of a loved one;

Whereas, despite the importance that people place on life insurance and the peace of mind that it brings to millions of American families, there are still too many Americans who lack adequate coverage;

Whereas, the unfortunate reality is that roughly 95 million adult Americans have no life insurance and most with coverage have less than most experts recommend;

Whereas, millions of Americans realize that they are underinsured, with nearly one in three believing that they do not have enough coverage;

Whereas, during times like these when so many families continue to struggle, life insurance coverage is more important than ever because people have fewer financial resources to fall back on than in years past, increasing their financial vulnerability;

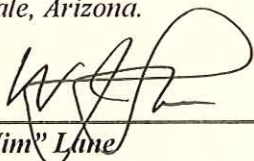
Life insurance companies and organizations have designated September 2016 as "Life Insurance Awareness Month," whose goal is to get consumers thinking about their need for life insurance protection, to encourage them to seek advice from a qualified insurance professional, and to take the actions necessary to achieve a financially secure future for their loved ones.

NOW, THEREFORE, BE IT RESOLVED THAT: I JIM LANE of the city of SCOTTSDALE, do hereby proclaim September 2016 as

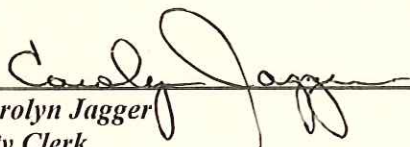
LIFE INSURANCE AWARENESS MONTH

in ARIZONA and do urge our citizens to learn more about life insurance and its benefits.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Seal of the City of Scottsdale, Arizona.



W.J. "Jim" Lane
Mayor of Scottsdale



Carolyn Jagger
City Clerk

