

A History of Supporting and Providing

PROTECTION



For the past 20 years, life insurers have used the month of September to educate consumers about life insurance and how it can provide financial security for their families.

While Life Insurance Awareness Month may only be two decades old, the benefits of life insurance in the United States can be traced to 1759, when it was used to support women in the church whose minister husbands had passed away.

Today, life insurance benefits can save a home, pay for an education, or cover health care costs in the event of an unexpected death. It allows families time to grieve, ensures children's dreams, and helps pay bills. And the industry continues to evolve to meet the needs of modern families with **new options and products that:**



Allow for purchasing coverage online.

Provide life insurance coverage without a medical exam.

Offer living benefits while the owner is alive for things like supplemental retirement income or to cover an emergency expense.

Many wonder if life insurance is worth it since they won't be here to use it. **But the truth is, life insurance isn't for those who die; it's for those who are living.**

And it's for so much more than just paying for a funeral.

Life Insurance in Texas

In addition to their substantial investments in Texas jobs and its economy, each day **life insurers pay \$30.3 million in life insurance benefits to Texas families and businesses, for a total of \$11 billion a year.**



Texans own **11 million individual life insurance policies.**



Texans have **\$2.9 trillion in life insurance coverage.**

Empowering Texans to Secure Their Futures

By taking the time to educate consumers, more are able to understand the role life insurance can play in securing their financial futures and in making the right choices for coverage.

But Life Insurance Awareness Month also **allows life insurers the opportunity to remind policymakers of the important role they play in ensuring Texans have access to affordable financial products critical to their future.**

When policymakers maintain a fair and balanced regulatory framework in the state, life insurers are motivated to offer a robust array of products that provide financial stability for Texans during some of their most difficult and vulnerable times.



By ensuring Texans have access to a life insurance policy that best fits their needs, **state leaders are empowering Texas families with the tools that will allow them to build financial security for the coming years — and the coming generations.**