

Life Insurance Awareness Month September 2007

No one likes to think about dying. But if your loved ones will suffer financially when you die, it's a subject you have to address. You need to consider how your family would fare financially if, suddenly, you weren't there to provide for them. Where would the money come from to pay for your funeral, the monthly bills, the mortgage, the kids' education costs? These are the questions the life insurance industry wants all Americans to ask themselves during September, which is Life Insurance Awareness Month.

If you have any doubts as to how your family would manage without you, it's time for a life insurance check-up. Talk to a qualified life insurance professional - someone who will take the time to understand your financial goals and needs, and help guide you through the purchasing process.

LIFE estimates that more than 60 million Americans lack adequate life insurance coverage. If you're one of them, we urge you to use Life Insurance Awareness Month as an excuse to take charge of your situation.

There are lots of factors to consider when determining how much and what kind of life insurance to buy, and the purchasing process can be quite complicated. So when you're ready to shop, it's always a smart idea to seek assistance from a qualified life insurance professional. A good agent will show you that solving your families basic life insurance needs does not have to be complicated and can at least get you started right away. Please consider getting started before an untimely death or a disease that can make you uninsurable.

Life Insurance Awareness Month is an industry-wide effort supported by many of the nation's leading life insurance companies. These companies have come together to advance a common objective - to make sure Americans are reminded of the need to take stock of their life insurance needs. Erie Family Life Insurance Company is proud to be among those companies.