



State of North Carolina

ROY COOPER
GOVERNOR

LIFE INSURANCE AWARENESS MONTH

2024

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, life insurance provides financial security to families who have suffered loss by helping surviving family members meet immediate, ongoing, and future obligations; and

WHEREAS, 90 million American families depend on life insurance to protect their financial and retirement security; and

WHEREAS, life insurers paid out an estimated \$4.5 billion in life insurance benefits to North Carolina families in 2022; and

WHEREAS, North Carolina residents own 5.3 million individual life insurance policies, with coverage averaging \$133,000 per policyholder; and

WHEREAS, life insurance companies invest approximately \$180 billion in the North Carolina economy with 415 life insurers licensed to do business in the state, generating approximately 79,000 jobs; and

WHEREAS, the State of North Carolina commends organizations like the American Council of Life Insurers for the work they do to make consumers more aware of their life insurance needs and the resources available for professional advice;

NOW, THEREFORE, I, ROY COOPER, Governor of the State of North Carolina, do hereby proclaim September, 2024, as “**LIFE INSURANCE AWARENESS MONTH**” in North Carolina, and commend its observance to all citizens.



Roy Cooper
Governor

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this twenty-third day of August in the year of our Lord two thousand and twenty-four and of the Independence of the United States of America the two hundred and forty-ninth.