

Individual, Large Group, Small Group | CO, CT, GA, IN, KY, ME, MO, NV, NH, OH, VA, WI

Help protect your clients. September is Life Insurance Awareness Month

September 7, 2021

Anthem Life is participating in the year-long [Help Protect Our Families](#) campaign to tell consumers about the need for life insurance. The Life Insurance Marketing and Research Association (LIMRA) and six other trade associations are sponsoring this campaign to help educate the estimated 60 million Americans who are underinsured or have none at all.

September is Life Insurance Awareness Month. You can share our new [infographic](#) with your clients.

According to the latest LIMRA research:

- More than half of consumers say they haven't purchased life insurance because they don't know how much they need or what type to buy.
- More than half of millennials say they haven't purchased life insurance because no one has approached them.
- 65% of people agree that having life insurance is a key part of taking care of their loved ones financially.
- More than half of Americans (especially younger generations) overestimate the cost of life insurance by as much as three times.

Contact your Anthem Life representative for more information on this initiative or visit our [Life webpage](#).

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