

State of Idaho
DEPARTMENT OF INSURANCE

C.L. "BUTCH" OTTER
Governor

700 West State Street, 3rd Floor
P.O. Box 83720
Boise, Idaho 83720-0043
Phone (208)334-4250
Fax (208)334-4398
Website: <http://www.doi.idaho.gov>

DEAN L. CAMERON
Director

NEWS RELEASE

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CONTACT: Tricia Carney

208-334-4312

tricia.carney@doi.idaho.gov

cell 208-850-2342

**LEGENDARY ENTERTAINER RITA MORENO HEADLINES NAIC'S SENIOR
EDUCATION CAMPAIGN**

Partnership encourages seniors to get smart about insurance policies and financial plans

BOISE ID (June 7, 2016) – The National Association of Insurance Commissioners (NAIC), of which the Idaho Department of Insurance is a member, today announced a partnership with award-winning entertainer Rita Moreno as part of its [Insure U](#) consumer education campaign. Though many know about her extraordinary career, Rita's struggle following her husband Leonard's death often goes untold, yet mirrors a situation familiar to many seniors.

During their 46-year marriage, Leonard was solely responsible for handling the family's financial affairs. After his passing, Rita was not only emotionally exhausted, but completely unprepared to take on complex insurance and financial plans.

"I was so busy with my career and not really interested in learning about our finances, so it made sense for Leonard to handle it alone," said Moreno. "Looking back, it would have been much wiser for us to have taken the time to share that information with each other. Losing him was hard enough, but the added stress of not knowing anything about our insurance or finances made it even tougher."

Motivated by her experience, Rita has partnered with the NAIC to encourage older Americans to prevent themselves from ending up in the same situation:

- **Sharing is caring.** If your plans and policies are a mystery to your spouse or partner, do not wait any longer to share. An open exchange of information is vital to ensure you are both prepared if one of you is unable to provide information.
- **Ask the experts.** When reviewing your plans and policies, do not make assumptions. A call to the [Idaho Department of Insurance](#) can help clear up confusion about insurance policies and ensure you are not carrying more insurance than necessary, which may help save money and prevent fraud.
- **Pass it on.** Make sure your adult children understand your [long-term care plans](#), life insurance policies, end-of-life wishes and the importance of planning ahead for *their* family. "This situation really made my daughter think," said Rita. "She learned a very valuable lesson from my experience."

“We know that planning for the future can be unsettling, but it is imperative to develop a strategy,” said Department Director Dean Cameron. “Baby boomers are retiring at a rate of 10,000 per day and too many are behind in their retirement planning.”

Rita hopes her story resonates with families and inspires them to make smart insurance and retirement planning decisions together. She offers a senior’s perspective on modern advancements such as social media and the sharing economy in a video series entitled “Life Unscripted,” which can be seen on [Insure U](#).

For more tips to help seniors get insurance-smart and avoid fraud, NAIC offers [10 Tips To Help Seniors Navigate the 21st Century](#), a resource covering the aforementioned modern advancements as well as things seniors should know about long-term care, living with adult children and annuities.

People with questions about this or other insurance-related topics are encouraged to contact the Idaho Department of Insurance by visiting www.doi.idaho.gov or by calling 334-4250 in the Boise area or 800-721-3272 toll-free statewide.

- Link to YouTube video of Rita Moreno [here](#).

ABOUT RITA MORENO

Since her debut more than seven decades ago, Rita Moreno has become one of entertainment’s most enduring and well-respected stars, best known for roles in “Singin’ in the Rain,” “West Side Story,” “The Electric Company” and countless stage productions. She holds the distinction of being one of only 12 individuals to win an Emmy, Grammy, Oscar and Tony award. Rita’s awards also include a Golden Globe, the 2015 Kennedy Center Honors and an honorary doctorate of music from the Berklee College of Music. Still active, Rita has most recently been seen on “Grey’s Anatomy,” “Grace and Frankie,” “Jane the Virgin,” and is currently in production on a remake of “One Day at a Time” that will stream on Netflix. Rita resides in Berkeley, California.

About the Department of Insurance

The Idaho Department of Insurance has been regulating the business of insurance in Idaho since 1901. The mission of the Department is to equitably, effectively and efficiently administer the Idaho Insurance Code and the International Fire Code. For more information, visit www.doi.idaho.gov.

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