

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: <https://doi.idaho.gov>

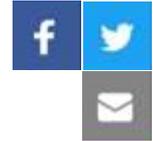
DEAN L. CAMERON
Director

Idaho Department of Insurance News Release

For immediate release: September 18, 2018

Contact: Steve Lombard, 208-334-4312

steve.lombard@doi.idaho.gov



Life Insurance Awareness Month Encourages Long-Term Financial Family Protection
Evaluating or obtaining coverage now can financially benefit families later

BOISE, ID – Promoting financial security and helping to educate consumers on the importance of obtaining long-term financial peace of mind for their families and loved ones is the goal of “Life Insurance Awareness Month.” The Idaho Department of Insurance proudly joins the American Council of Life Insurers (ACLI) this month in promoting the multitude of benefits life insurance coverage offers. September annually represents a time for consumers to reflect on the importance of mapping out a financially secure future, especially when it concerns the potential loss of a family’s primary wage earner.

The life insurance industry plays a vital role in our nation’s economy and helps generate roughly 5,000 jobs in Idaho. More than 400 licensed agents sell life insurance in the Gem State and manage \$136 billion (b) in total life insurance coverage for Idaho residents statewide. According to the ACLI, nearly half a million Idahoans own an individual life insurance policy, while life insurance companies invest \$20 billion (b) in our state’s economy.

Through life insurance coverage, more than 90 million American families maintain their standards of living when the unexpected happens. A life insurance policy can play a pivotal role in dealing with funeral expenses, mortgages, retirement and even college tuition. To change coverage or obtain a new policy, always seek advice from a qualified professional.

“Purchasing life insurance is the ultimate act of personal financial responsibility to help manage unforeseen debts and ensure adequate long-term resources for loved ones,” said Director Dean Cameron. “Take time to consider your current coverage and make adjustments if necessary.”

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

###