

Life Insurance— A Grand Gesture of Love

Shakespeare left dozens of love sonnets behind for the world to enjoy. Mozart wrote operatic love songs that have been played for centuries. Shah Jahan built the Taj Mahal as a testament to his love for his wife. These larger-than-life figures left behind expressions of love that were both grand and enduring. But what about you?

You don't need to have the special talents of Mozart or Shakespeare to commit a grand gesture of love. You can do it with a single stroke of a pen. Consider giving the gift of life insurance.

An Enduring Gift

We are always looking for ways to make an impression on our loved ones with our gifts. But most are fleeting in nature: a romantic dinner, flowers, candy. Life insurance is an unexpected gift that will keep on giving.

It can guarantee that your family will be taken care of financially, even after you're gone. That's an expression of love we'd all like to leave behind, and it's easier to achieve than you might imagine.

If you think you need life insurance (or more than you currently own), visit www.lifehappens.org, the website of the nonprofit LIFE Foundation. It explains who needs life insurance and provides tools to help you determine how much and what kind of life insurance might be right for you.



The Taj Mahal was built as a testament to a husband's love for his wife.

What's in a Name?

It's called Life Insurance, but it could just as easily be labeled Love Insurance. You only really need to buy Life Insurance if you love someone or something—like your business or a favorite cause or charity. So if protecting the ones you love and the things you love is important to you, consider giving the gift of Life Insurance.