



YOUR ATTENTION, PLEASE.

May 2009 is Disability Insurance Awareness Month. Help Spread the Word.

Celebrated each May, Disability Insurance Awareness Month (DIAM) is an industry-wide effort to raise consumer awareness of the importance of income protection.

Last year, a record number of companies and associations engaged in a variety of sales, marketing and PR programs to reach the tens of millions of Americans who lack adequate disability insurance coverage.

Our 2009 goal is to raise the level of information and activity.

With more companies and sales people involved, the louder our collective voice, and the clearer our important messages about income protection become.

The nonprofit LIFE Foundation will once again coordinate the campaign and lend its own voice to the cause by conducting a variety of awareness-building programs.

Help the industry spread the word. Circle May on your 2009 calendar and start planning today!

*This will be information about
the organization's specific DIAM plan.
This will be information about
the organization's specific DIAM plan*



**Disability
INSURANCE**
AWARENESS MONTH

DIAM is coordinated by the nonprofit LIFE Foundation. To learn more about DIAM and how you can get involved, visit www.lifehappens.org/diam.