

FOR IMMEDIATE RELEASE

North Carolina Mutual Celebrates Life Insurance Awareness Month

Far too many people have no insurance or inadequate coverage

Durham, NC (August 30, 2011) – North Carolina Mutual Life Insurance Company is urging Americans to pause and take stock of their financial affairs during September – Life Insurance Awareness Month. For additional information, please contact Kimberly Moore, North Carolina Mutual 919.682.4201 Ext. 294 kmoore@ncmutuallife.com

James H. Speed, Jr., President and CEO of North Carolina Mutual said, “Helping individuals and families create assets and be prepared for financial emergencies is one of our highest priorities. The equity policyholders have in insurance policies has provided the down payment for homes, tuition for children’s education and the funds necessary to pay unexpected medical bills.”

North Carolina Mutual will sponsor financial literacy workshops at Lewis Chapel in Fayetteville on August 31, First Chronicles in Durham on September 21, and Northeast Baptist Church in Durham on September 28. These events are free and open to the public.

North Carolina Mutual is also hosting the Life Insurers Council Marketing Committee at company headquarters in Durham, September 20 – 22.

According to national studies one in four men and one in three women have no life insurance coverage. Forty-eight million U.S. households either don’t own life insurance and believe they should or own life insurance and believe that they need more.

“There are so many reasons why people should have insurance that we feel we have to make every effort to get the facts before them. This month we encourage everyone to evaluate their coverage and contact a professional to discuss their personal needs,” said Speed.

North Carolina Mutual Life Insurance Company, the nation's oldest and largest insurance company with roots in the African American community, offers a wide variety of insurance products, including life, health and dental through group plans for both large and small organizations and has over 300,000 individual policyholders. Since its founding 113 years ago in Durham, North Carolina Mutual has built a reputation for financial stability and the personalized service it provides its policyholders.

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