

# Press Releases

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## Press release: Join the Life Insurance Movement on Aug. 22Life Insurance Movement

By [Insure.com](http://insure.com) Posted on August 20, 2012

Aug. 20, 2012 (Foster City, CA) – Bloggers, financial companies and media sites are invited to participate in a Life Insurance Movement on Aug. 22.

When Certified Financial Planner Jeff Rose conducted two client meetings with recent widows, he was stunned to see the difference between having life insurance and not having it.

"I was devastated for both ladies," Rose said. "Both had lost their spouses, but one had adequate life insurance, which left her financially secure. The other was left scrambling, trying to figure out how to pay the bills and if she could ever retire. My heart went out to her."

In response, Rose is launching a Life Insurance Movement to raise awareness of the importance of life insurance. He has invited writers, bloggers, companies and media outlets to join him on Aug. 22 to spread the word about life insurance. More than 75 bloggers, financial companies and media sites have agreed to take part.

A quarter of the participating blogs are Top 100 Personal Finance Blogs, as listed by personal finance site Wise Bread. [The Life Foundation](http://TheLifeFoundation.org) is also supporting the Life Insurance Movement. Together, the participants will reach more than 100,000 Twitter followers and hundreds of thousands of readers.

"My hope is to not just bring awareness to Life Insurance, but also to help families understand the importance of having enough coverage to protect their family," Rose said. "Financial literacy is one of the most important aspects of a successful life, and having enough life insurance is just another essential piece of the puzzle."

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Hopefully, we can raise enough awareness to bring life insurance into the mainstream."

Those wishing to participate should contact Jeff Rose through his website, [GoodFinancialCents.com](http://GoodFinancialCents.com), and commit to write about life insurance or to participate on Twitter with the hashtag #LifeAware.

#### About Jeff Rose

Jeff Rose is a Certified Financial Planner and the CEO and founder of Alliance Wealth Management, LLC. He is an Iraq War veteran and the author of the book *Soldier of Finance*. Jeff is the blogger behind [GoodFinancialCents.com](http://GoodFinancialCents.com) and [LifeInsuranceByJeff.com](http://LifeInsuranceByJeff.com).

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