

The Things We Do for Love

When it comes to showing our love, we sometimes go over the top with a silly, crazy or extravagant gesture. Other times we express our love in a quiet, tender act. All these things we do for love—the big and the small—are important. But when a special occasion comes around, like an anniversary or birthday, there is extra pressure to find the perfect gift—one that’s meaningful, enduring and won’t be soon forgotten.

Let’s see. Meaningful—you could frame a photo or memento that has special significance to your loved one. Enduring—perhaps a nice piece of jewelry. Memorable—maybe something unexpected like a surprise getaway weekend. But what gesture of love can meet all three of these criteria? Here’s one you’ve probably never considered: life insurance.

Love Insurance

Now you may be wondering what life insurance has to do with love. Actually, the two are closely linked. Think about it. Why would you buy life insurance unless you truly loved the person you bought it for? In all likelihood you won’t be around to see or experience the death benefits from your life insurance purchase. Buying life insurance, then, is the ultimate act of enduring love: It lets loved ones know that you care so much that you’ve made plans to provide for their well-being even after you’re gone.

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.



Life Insurance: No Wrapping Paper Needed

A present doesn’t have to be wrapped and tied with a bow for it to be remembered and appreciated. Though slightly unconventional, the next time a special occasion nears, why not consider giving the gift of life insurance? If you’re not sure how news of your gift will be received, the nonprofit LIFE Foundation has a short video that offers some assistance. In “You Do It for Love,” a wife gives her husband the gift of life insurance for their anniversary. As you will see, the gesture is appreciated more than you might imagine.



www.lifehappens.org/lovevideo