

# WHY LIFE INSURANCE IS THE BEST VALENTINE'S DAY GIFT

February is the month of love. And though longstanding Valentine's Day traditions get most of the spotlight, there's an unconventional gift you can give your loved ones that's far better than a movie night or box of chocolates.



## INSTEAD OF: **A Piece of Nature** TRY: **Peace of Mind**

Giving flowers is a classic way to express love. The immaculate combination of color, fragrance, and beauty can make the heart stir with serenity as the stress of daily life takes a back seat to the simple miracle of nature.

Life insurance isn't something that can be plucked from the ground, but knowing your loved ones will still be taken care of after you're gone provides a level of calm that's nearly impossible to find elsewhere. A flower may provide a gateway to inner harmony for a few days, but insurance can bring peace of mind for a lifetime.

## INSTEAD OF: **Dinner for a Night** TRY: **Dinner for Years**

Going out for dinner is a time-honored Valentine's Day tradition. The bonds that form over a shared supper are often more meaningful than the meal itself. But the meal is important too; we need to eat to survive, after all.

When the primary breadwinner of a family dies, those who are left behind may struggle to afford even the most basic of needs—food included. While treating loved ones to dinner for a night is nice, life insurance can make sure their dinner will be covered for years to come.

## INSTEAD OF: **A Card** TRY: **A Certificate of Insurance**

Cards are a tangible way to express a warm sentiment toward someone you care about. But cards are also specific and situational, which often results in them being tossed out and forgotten.

A Certificate of Insurance, on the other hand, provides useful coverage details and policy information that is of genuine value. Knowing how to access financial support during a time of crisis is far more meaningful than anything that can be bought in a retail store.

## INSTEAD OF: **A Physical Sign of Love** TRY: **A Transcendent Sign of Love**

Items like rings, necklaces, and bracelets carry a deep significance when given by a special person in your life. The jewelry becomes a tangible token of how much that person cares.

Jewelry is a physical manifestation of devotion, but life insurance is a transcendental expression of it. Being able to provide for your family from beyond the grave is one of the most powerful forms of love there is, which is why there's no better gift to give this February than life insurance.

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