



## Why do we often call life insurance, love insurance?

It's because it gets to the heart of the matter. February's *Insure Your Love* campaign is here. Now is the time to educate employees on how an act of love, getting life insurance, can ensure their loved ones' financial security. Consider these statistics according to the 2022 Insurance Barometer Study by Life Happens:

- One in 10 respondents said if their households' primary earners died, they would feel financial hardship within one week.
- Half the population still thinks life insurance is three times more expensive than it is.
- The COVID-19 pandemic has only served to increase the importance of life insurance with one in four employers indicating life insurance is now a more important employee benefit.

**With Kansas City Life Group Benefits Voluntary Life plans, you can offer your clients the protection and comfort they need:**

- Maximum benefit of up to \$500,000
- Spouse and dependent coverage
- Accidental Death and Dismemberment (AD&D) options
- Annual enrollment allowing employees to increase up to \$10,000

To find out more, contact your **group sales representative** now.



**KANSAS CITY LIFE**

**GROUP BENEFITS**

Kansas City Life Insurance Company  
3520 Broadway, Kansas City, MO 64111  
877-266-6767, ext. 8200  
[groupbenefits@kclife.com](mailto:groupbenefits@kclife.com)  
[www.kclgroupbenefits.com](http://www.kclgroupbenefits.com)