



September is one of the most important times of the year for our industry – Life Insurance Awareness Month (LIAM). This year, we celebrate the 20th anniversary of LIAM.

In honor of this 20-year milestone, Life Happens celebrates a chorus of voices featured in some of their most popular real-life stories, from featured families over the years to influencers that represent diverse voices, focusing on the theme **Life Insurance: For Anyone Who Lives**.

Many don't know that life insurance can come with living benefits, including funds you can use while you're alive to do things like buy a home, supplement your retirement income, cover an emergency expense, and more.

Help remind your employees that life insurance is truly for anyone **who lives**.

GROUP AND VOLUNTARY LIFE PLANS

Options for employer paid and employee paid Group Life Plans are available with many benefits:

- Rate guarantee
- Liberal guarantee issue limits
- Spouse and dependent coverage available
- Accidental Death and Dismemberment (AD&D)
- Includes Accelerated Death Benefit
- Annual enrollment
- Portable
- Convertible
- Flexible plan design

**Life insurance
gives your loved
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empowerment
if you were**

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GROUP BENEFITS

Kansas City Life Insurance Company
3520 Broadway, Kansas City, MO 64111
877-266-6767, ext. 8200
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