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What It's All About

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The holiday season has always been my favorite time of year. It brings about opportunities to create memories and stories with our loved ones that will live on in our minds forever – and that we will retell year after year.

I also enjoy the fact that people from all walks of life seem to be full of cheer and joy — simply because of the time of year it is. It could be the music or the food — whatever it is, I wish we could trap it in a jar and have that cheery feeling all year round.

Most of all, I really enjoy watching people receive their gifts. Children's eyes are filled with glee, teenagers are trying to act "too cool" to show their excitement — but deep down, you know they're still just as happy as when they were kids. And, adults tend to get overwhelmed by the thoughtfulness of a gift from a friend who has become more like family.

Material gifts always are and always will be exciting. As we get older, there is another gift that can be just as riveting ... peace of mind. When you look around at your family members and loved ones gathered for the holiday festivities, many of us want to know that they are protected, and that those memories will be preserved.



When it comes down to it, the holiday season is about *enjoying time with your family, friends, and neighbors*. The gift of life insurance can help provide an extra layer of security for them, while also ensuring that your legacy will live on. Protect the ones that matter the most this holiday season.

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