

PRESS RELEASE

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New Website Helps Consumers “Get Smart” About Insurance

Learn more about Life Insurance during Life Insurance Awareness Month

Many people would readily admit they do not know as much as they should about their insurance policies. The Arizona Department of Insurance (ADOI) is here to help by introducing you to a new on-line “university” – *Insure U* – designed especially for insurance consumers who want to learn more about insurance issues. Organized by life stages, the website offers basic information on four major types of insurance: auto, home, life and health, so consumers can hone in on the most useful information for their stage in life: young singles, young families, established families and empty nesters/seniors. *Insure U* has tips on how to avoid fake insurance company scams and visitors can test their insurance knowledge with engaging quiz sessions.

“*Insure U* is a fabulous free resource that offers objective, easy to comprehend insurance information to help consumers improve their understanding of some of their most complex financial purchases,” said Christina Urias, Arizona Insurance Director. “Insurance policies can be difficult to understand, but *Insure U* makes it easy to improve your level of understanding and learn more about insurance.”

Whether you are a teenager buying your first auto insurance policy or an adult shopping for long term care insurance, you’ll learn something new and helpful about insurance at www.insureuonline.org. September is “Life Insurance Awareness Month”, and *Insure U* is the perfect place to start learning more about the benefits of life insurance. The website also has important consumer protection tips, including the reminder to STOP-CALL-CONFIRM: STOP before you sign anything, CALL the Department of Insurance to CONFIRM that you are dealing with a legitimate insurance company. ADOI hopes you will take advantage of this new consumer friendly tool!

*September is Life Insurance
Awareness Month*

Visit InsureUonline or these other websites to learn more about life insurance in September!

www.insureuonline.org
www.acli.org
www.life-line.org

Call the **Department of Insurance** for a free *Life Insurance Buyer’s Guide*
(602) 364-2499
(800) 324-2548

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