

# The Things We Do for Love

When it comes to showing our love, we sometimes go over the top with a silly, crazy or extravagant gesture. Other times we express our love in a quiet, tender act. All these things we do for love—the big and the small—are important. But with Valentine's Day approaching, there is extra pressure to find the perfect gift—one that's meaningful, enduring and won't be soon forgotten.

Let's see. Meaningful—you could frame a photo or memento that has special significance to your loved one. Enduring—perhaps a nice piece of jewelry. Memorable—maybe something unexpected like a surprise getaway weekend. But what gesture of love can meet all three of these criteria? Here's one you've probably never considered: life insurance.

## Love Insurance

Now you may be wondering what life insurance has to do with love.

Actually, the two are closely linked. Think about it. Why would you buy life insurance unless you truly loved the person you bought it for? In all likelihood you won't be around to see or experience the death benefits from your life insurance purchase. Buying life insurance, then, is the ultimate act of enduring love: It lets loved ones know that you care so much that you've made plans to provide for their well-being even after you're gone.

If you think you need life insurance (or more than you currently own), visit [www.insureyourlove.org](http://www.insureyourlove.org), the website of the nonprofit LIFE Foundation. It explains who needs life insurance and provides tools to help you determine how much and what kind of life insurance might be right for you.



### Life Insurance: Always the Perfect Choice

A recent survey found that 70 percent of Americans would give up Valentine's Day in exchange for greater financial peace of mind. So forget the chocolates. Cancel the dinner reservations. If you're searching for ways to maintain basic financial security, consider giving an unexpected gift this Valentine's Day. Buy a life insurance policy and give your loved ones the gift of long-term financial security.

