



IRISH LIFE - IN THE NEWS

Over 20 regional newspapers published our claims stats

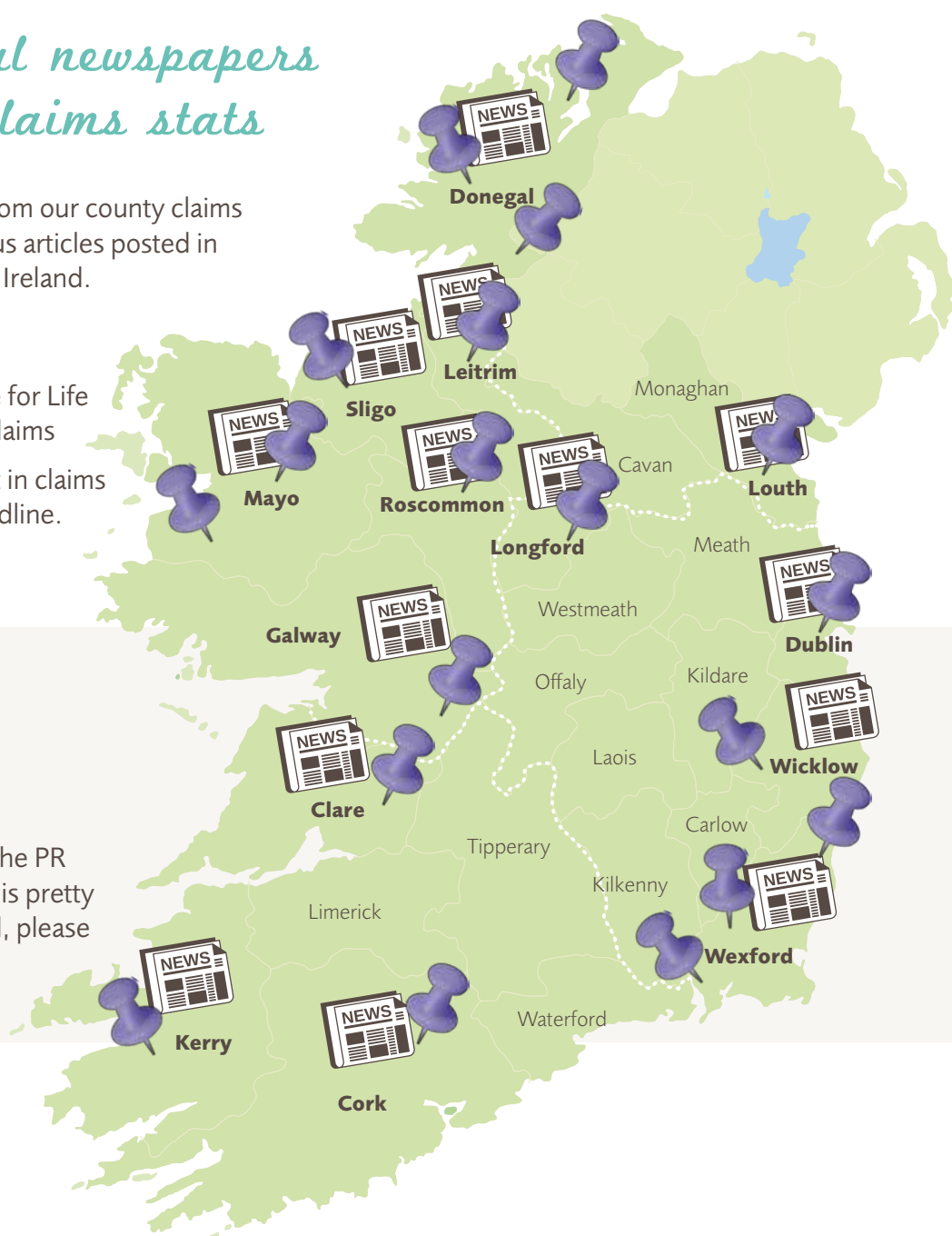
We got huge media coverage from our county claims press releases and had numerous articles posted in national and local papers across Ireland.

Key headlines picked up:

- Cancer was the biggest cause for Life and Specified Illness Cover Claims
- The amount of Euros paid out in claims per county was also a big headline.

OUR COUNTY NATIONAL CLAIMS COVERAGE

Here's a flavour of just some of the PR we got. As you can see the map is pretty full – to read the articles in detail, please see overleaf for full content.



LEINSTER

DUNDALK
DEMOCRAT

Cancer leading cause of claims

Health

The average age at death in Leinster in 2014 was 71.6. Cancer was the biggest cause of death in Leinster in 2014, with more than 42.5 million paid out, according to leading life insurance company.

The company has revealed its annual claims data which shows that cancer was the biggest cause of death in Leinster in 2014, with more than 42.5 million paid out.

The figures show cancer accounted for 31 of the 34 specified illness cover claims paid last year in Leinster, while cancer also accounted for 22 of the 25 specified illness cover claims paid in the county.

Overall last year, Irish Life paid out €3.1 million for 56 deaths in Leinster and a further €1.9 million in respect of 23 specified illness cover claims.

LONGFORD
LEADER

Cancer is the cause of most insurance claims in Co Longford

Annual claims data from Irish Life reveals that cancer was the biggest cause of death in Longford during 2014, with more than €750,000 paid out.

The data details the conditions that led to payments of over €218 million nationally for 2,500 cases.

Overall last year, Irish Life paid out €1.9 million for 16 deaths in Longford and a further €212,699 in respect of 6 specified illness cover claims.

Insurer paid out €2.5m for Wexford cancer claims

CANCER was the biggest cause of death in Wexford last year when it came to life insurance and specified illness cover claims. The insurer paid out more than €2.5 million for 19 of the 20 specified illness cover claims paid in the county.

The data details the illnesses and conditions that led to payments of over €734 million for more than 2,500 claims throughout Ireland, in 2014. Irish Life paid out €2.5 million for 19 of the 20 specified illness cover claims paid in the county.

Overall last year, Irish Life paid out €2.5 million for 19 of the 20 specified illness cover claims paid in the county.

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WEXFORD
PEOPLE

ENNISCORTHY
GUARDIAN

GOREY
GUARDIAN

THE
WICKLOW
PEOPLE

Over €5 million paid out in 2014

CANCER was the biggest cause of death in Wicklow last year when it came to life insurance and specified illness cover claims. The insurer paid out more than €5 million for 19 of the 20 specified illness cover claims paid in the county.

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WHAT DO YOU THINK OF STAT?

DURING the week there was an interesting statistic put out by Irish Life showing the cause of death and figures behind their insurance claims.

For instance, the insurance paid out when people die from cancer was €2.5 million in Dublin but just half a million in Leitrim.

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DUBLIN -
THE IRISH
SUN

MUNSTER

Cancer-related illnesses top claims list in 2014

REPORT BY IRISH LIFE, 10/10/14. LEADER & COMMENT

PHOTOGRAPH BY IRISH LIFE

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THE CLARE
HERALD

THE KERRYMAN

€3.1m claims paid out in Kerry in 2014

OVER €3.1 million was paid out in Kerry in 2014, according to new figures released by Irish Life.

According to the figures, cancer was the biggest cause of death in Kerry in 2014, with more than €3.1 million paid out.

Overall last year, Irish Life paid out €1.9 million arising from 38 deaths in Kerry and a further €1.2 million in respect of 26 specified illness cover claims.

WESTERN
PEOPLE

LEITRIM
OBSERVER

Claims show cancer biggest killer in Mayo

CANCER is the biggest killer in Mayo, according to life insurance claims data, writes Keith Baurin.

The figures from Irish Life reveal that over €4.1m was paid out in Mayo in respect of 77 deaths and specified illness cover claims. Cancer was the biggest cause of death in Mayo with €2.1m paid out in relation to deaths from the disease. Cancer accounted for 19 of the 34 specified illness cover claims paid in the county in 2014 and for 13 of the 26 specified illness cover claims paid.

The average age of death in Mayo, according to the data was 56 and 47 specified illness claims.

Irish Life paid out a total of €2.1m in life insurance and specified illness cover claims last year.

The scale of the claims paid in 2014 shows once again it is crucially important for people - parents in particular - to protect the financial well-being of themselves and their families.

Our research has found that over 90 per cent of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them," said Gerry Hensert of Irish Life.

Cancer the biggest cause of death claims in County Leitrim

Cancer is the biggest cause of life insurance claims in County Leitrim according to figures released by Irish Life this week.

The life insurance company revealed its annual claims data which shows that cancer is the biggest cause of life insurance claims in the county.

Heart-related complaints were the biggest cause of specified illness cover claims in Leitrim in 2014, with more than €350,000 paid out for cancer claims, and €160,748 for heart-related illness.

The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in 2014, for more than 2,500 cases in total.

The figures show cancer accounted for 27 of the 34 specified illness cover claims paid last year in Leitrim, while cancer also accounted for 13 of the 26 specified illness cover claims paid in the county.

Heart-related claims made up two of the eleven life insurance claims paid.

Overall last year, Irish Life paid out €350,000 for eleven deaths in Leitrim and a further €160,748 in respect of 13 specified illness cover claims.

The average age at death in Leitrim in 2014 was 64 for the company's life insurance claims and 66 for specified illness cover claims.

The study found that nationwide, the largest Irish Life life insurance claim for a man was €1.3 million while the largest for a woman was €200,000.

Cancer the biggest reason for life insurance claims CLAIMS DATA, released by Irish Life, shows that cancer was the biggest cause of life insurance claims in Leitrim in 2014, with more than €350,000 paid out for cancer claims, and €160,748 for heart-related illness.

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News Briefs Cancer the biggest killer

Cancer was the biggest cause of life insurance and specified illness cover claims in Galway in 2014, with more than €4.2 million paid out by one leading operator in the market.

Irish Life published its annual claims data this week, detailing the illnesses and conditions that led to payments of over €218 million throughout Ireland, in 2014, for more than 2,500 cases in total.

The figures show cancer accounted for 27 of the 34 specified illness cover claims paid last year in Galway, while cancer also accounted for 13 of the 26 specified illness cover claims paid in the county.

Gerry Hensert, Managing Director, Irish Life, said: "The scale of the claims paid in 2014 shows once again it is crucially important for people - parents in particular - to protect the financial well-being of themselves and their families.

Our research has found that over 90 per cent of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them," said Gerry Hensert of Irish Life.

Overall last year, Irish Life paid out €4.2 million for 27 deaths in Galway and a further €1.9 million in respect of 13 specified illness cover claims.

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CONNAUGHT
TRIBUNE

SLIGO
WEEKENDER

Cancer cause of most Sligo life insurance claims

THE main cause for claims of life insurance in Sligo was cancer according to a new Irish Life survey. In a survey released this week, the life insurance company said that in 2014 there was €1.9 million paid out in Sligo in claims in respect of 36 deaths and specified illness cover claims.

The survey also found that the average age at death in Sligo was 64, with more than €4.2 million paid out by one leading operator in the market.

Irish Life published its annual claims data this week, detailing the illnesses and conditions that led to payments of over €218 million throughout Ireland, in 2014, for more than 2,500 cases in total.

The figures show cancer accounted for 27 of the 34 specified illness cover claims paid last year in Sligo, while cancer also accounted for 13 of the 26 specified illness cover claims paid in the county.

Gerry Hensert, Managing Director, Irish Life, said: "The scale of the claims paid in 2014 shows once again it is crucially important for people - parents in particular - to protect the financial well-being of themselves and their families.

Our research has found that over 90 per cent of parents say that they would do anything to safeguard their family's future but less than half of them say that their family would have no financial worries, if anything actually happened to them," said Gerry Hensert of Irish Life.

Overall last year, Irish Life paid out €1.9 million for 36 deaths in Sligo and a further €1.2 million in respect of 13 specified illness cover claims.

The average age at death in Sligo in 2014 was 64 for the company's life insurance claims and 66 for specified illness cover claims.

The study found that nationwide, the largest Irish Life life insurance claim for a man was €1.3 million while the largest for a woman was €200,000.

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ULSTER

Cancer was biggest cause of claims in Donegal in 2014

IRELAND'S leading life insurance company, Irish Life, has revealed its annual claims data which shows that cancer was the biggest cause of death in Donegal in 2014, with more than €1.9 million paid out.

The data details the illnesses and conditions that led to payments of over €218 million throughout Ireland, in 2014, for more than 2,500 cases in total.

The figures show cancer accounted for 31 of the 34 specified illness cover claims paid last year in Donegal, while cancer also accounted for 22 of the 25 specified illness cover claims paid in the county.

Overall last year, Irish Life paid out €1.9 million for 36 deaths in Donegal and a further €1.2 million in respect of 13 specified illness cover claims.

The average age at death in Donegal in 2014 was 64 for the company's life insurance claims and 66 for specified illness cover claims.

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Overall last year, Irish Life paid out €1.9 million for 36 deaths in Donegal and a further €1.2 million in respect of 13 specified illness cover claims.

The average age at death in Donegal in 20