

2007 realLIFEstories Client Service Award Program Call for Entries

Every time a client signs an insurance policy, several important promises are made. The insurance company promises to pay future claims and you promise to always be there for your clients. In return, your clients can face the future knowing that their loved ones will be protected financially, even if they die prematurely or become sick or disabled. That's what our industry does. We allow our clients to make important promises and keep them. Now you have the opportunity to spread this important message to millions of Americans.

Tell us about a realLIFEstory in which a client avoided financial hardship because you helped them plan ahead and make the right financial decisions. Your realLIFEstory may involve life, health, disability or long-term care insurance.

An independent panel of judges will select four stories to be featured nationally in *Newsweek*, where they'll be seen by the magazine's 20 million readers. By submitting your realLIFEstory, you could help prompt millions of American families to obtain the insurance coverage that they so desperately need. Americans will benefit by having the opportunity to learn from your client's experience and you'll benefit too because your story will be read and talked about in your community.

In addition to this tremendous exposure, Award Recipients and their clients will each receive an all-expenses-paid trip for two to Washington, DC the weekend of August September 7 -10, 2007. On Sunday, September 9, award recipients will be honored before 1,000 of their peers at the realLIFEstories Client Service Award gala banquet at the Washington Hilton.

To share your realLIFEstory, complete the realLIFEstories application form and include a short essay describing how life, health, disability income or long-term care insurance helped one of your clients at a time of great financial need. Enter online at www.life-line.org/reallife or you can complete the application form and fax or mail it to us. But don't delay. The deadline to submit your entry is Friday, March 30, 2007.

Don't miss this unique opportunity to send a powerful message to consumers about the tremendous value of our products, our services and our people. CPS urges you to contribute to this important educational initiative by submitting your entry by March 30th.