



Help when you need it most

The unexpected death of a spouse or other family wage-earner is tough to think about.

But the comfort of having extra financial security can make dealing with that tragedy a bit easier. Life insurance can help cover the immediate expenses associated with an untimely death, as well as future financial needs, such as debt, mortgage or rent, taxes, car payments, and educational, medical, and childcare expenses.

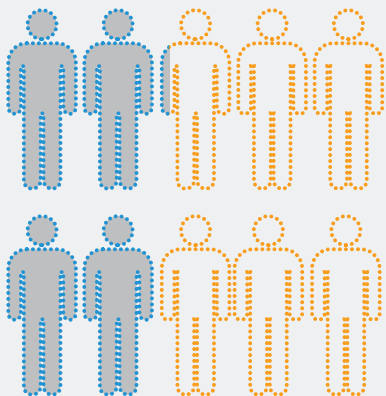
Talk to your employer or broker about Blue Shield life insurance available to you.*



Percent of U.S. households who say they need more life insurance.¹

41% of Consumers

say marriage, children, buying a house, and other life events motivated them to shop for life insurance.¹



The time it takes one-third of Americans to feel the financial impact from the loss of a primary wage-earner.²

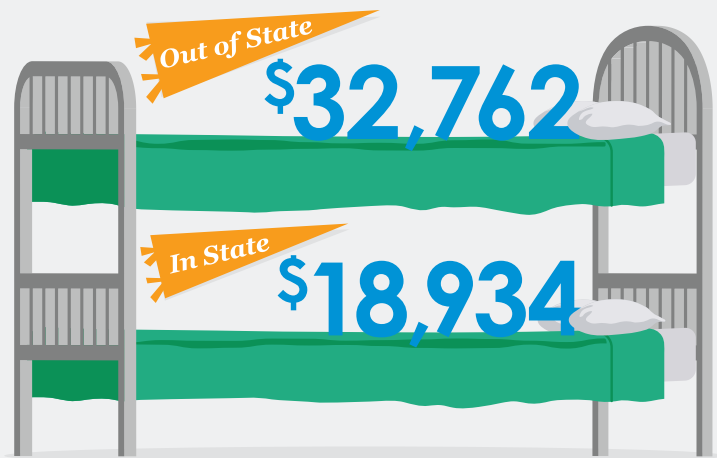
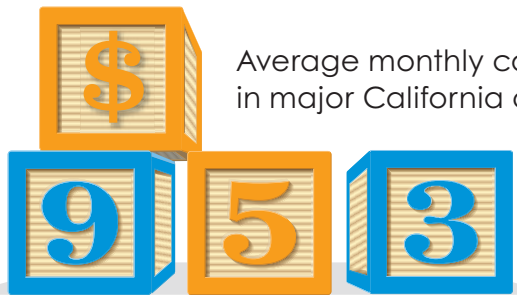
*Life insurance underwritten by Blue Shield of California Life & Health Insurance Company



LIFE INSURANCE

covers

debts of many kinds



1 Facts about Life 2013, LIMRA

2 Facts from LIMRA, LIMRA, September 2014

3 "What Families Need to Get By," EPI Family Budget Calculator, Economic Policy Institute, 2013

4 Changes in U.S. Family Finances from 2010 to 2013: Evidence from the Survey of Consumer Finances, Federal Reserve Bulletin, September 2014

5 "Trends in College Pricing," The College Board, 2014

6 Trends and Statistics, National Funeral Directors Association, 2012