

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.*

7 OUT OF 10 HOUSEHOLDS



SAID THEY WOULD HAVE TROUBLE COVERING EVERYDAY LIVING EXPENSES AFTER SEVERAL MONTHS IF THE PRIMARY WAGE EARNER DIED'

PERCENTAGE OF MILLENNIAL CONSUMERS

WHO SAY MARRIAGE, CHILDREN, BUYING A HOUSE, AND OTHER LIFE EVENTS MOTIVATED THEM



TO SHOP FOR LIFE INSURANCE

AMONG HOUSEHOLDS WITH CHILDREN UNDER AGE 18,



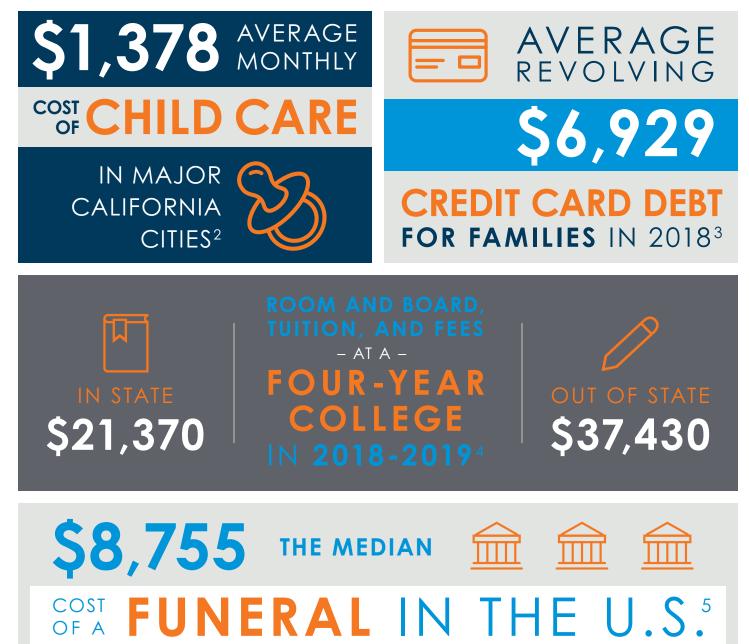
SAY THEY **WOULD FACE IMMEDIATE FINANCIAL TROUBLE** IF THE PRIMARY WAGE EARNER DIED TODAY¹

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





Life insurance covers debts of many kinds



1 Facts About Life 2016, LIMRA.

2 usa.childcareaware.org, 2018 data.

blueshieldca.com

- 3 "2018 American Household Credit Card Debt Study," Nerdwallet.com.
- 4 "Trends in College Pricing 2018," https://Trends.collegeboard.org.
- 5 Trends and Statistics, National Funeral Directors Association, 2017.

