

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

415 Madison Avenue, 12th Fl.
New York, New York 10017

188 WORDS, 60 SECONDS

YOUNG FAMILIES SHOULD START FINANCIAL PLANNING NOW

A FIRST CHILD, A FIRST HOME, BEGINNING THEIR LIVES TOGETHER—YOUNG COUPLES DREAM BIG AND PLAN BIG. THIS EXCITING TIME IS ALSO A TIME WHEN PLANNING FOR A FINANCIALLY SECURE FUTURE SHOULD BE HIGH ON THE PRIORITY LIST, ACCORDING TO MUTUAL OF OMAHA'S CHRIS HAIRE (HARE). (BEGIN *SOUND BITE*): **"EVERYBODY UNDERSTANDS THE IMPORTANCE OF LIFE INSURANCE, BUT WHAT MOST PEOPLE MAY NOT REALIZE IS THE IMPORTANCE OF PROTECTING YOUR INCOME IN THE CASE OF A DISABILITY OR CATASTROPHIC ILLNESS, ESPECIALLY FOR YOUNG FAMILIES. DISABILITY INSURANCE CAN REPLACE MOST OF YOUR MONTHLY PAYCHECK IF YOU GET HURT AND CANNOT EARN AN INCOME. AND CRITICAL ILLNESS COVERAGE WILL PAY YOU A CASH BENEFIT IF YOU HAVE ONE OF SEVERAL MAJOR ILLNESSES, SUCH AS CANCER, HEART ATTACK OR STROKE. IT'S MONEY PAID DIRECTLY TO YOU, JUST WHEN YOU NEED IT THE MOST."** (END *SOUND BITE*) HAIRE ADDS THAT YOUNG FAMILIES SHOULD RE-EVALUATE THEIR INSURANCE PROTECTION AS THEIR RESPONSIBILITIES CHANGE OVER TIME. THEY SHOULD CHOOSE A FINANCIALLY STRONG INSURANCE COMPANY AND A SALES PROFESSIONAL WHO IS COMMITTED TO HELPING THEM MAKE THEIR FINANCIAL DREAMS COME TRUE. FOR MORE INFORMATION, VISIT MUTUAL-OF-OMAHA--DOT--COM.

NOTE TO BROADCASTERS: SOUND BITE AVAILABLE ON CD. FOR MORE INFORMATION, PLEASE CALL THE MEDIA RELATIONS DEPARTMENT AT 1-800-222-5551.