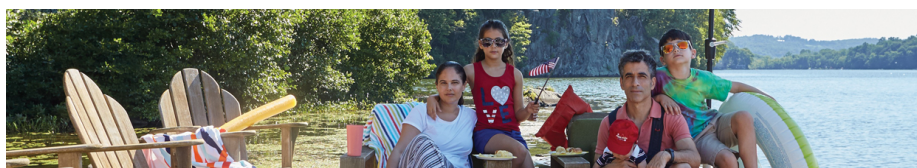




PREMIUM

Valuable Content to Benefit Members



As a New York Life Group Membership client, you're receiving Premium as your source for valuable content, industry news, and insights to use in your marketing efforts.

With Life Insurance Awareness Month (LIAM) coming this September, this issue's focus is on the importance of life insurance — with articles, videos, and infographics you can share with your members.

Featured Content: Protection for the whole family

As families grow, situations change. Show how access to life insurance — for a member's entire family at every stage — adds value to membership. Share this article to illustrate the importance of protection for each family member.



[READ ARTICLE](#)

New Video: Chronic Illness Rider

If your plan offers the Chronic Illness option, this video is an easy and upbeat way to show your members this added benefit.



Infographic: Group Life Insurance

Help give your members perspective on different types of life insurance and how much coverage they may need.

[View Infographic](#)

For additional approved content, please visit our Client Resources page at:

<http://www.newyorklife.com/groupmembership/clientresources>

Contact your Account Manager for questions on any topic. Or feel free to contact our marketing team for more content or to review your marketing.

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