

Press Release

Disability Insurance Services Launches “What Will You Say?” Campaign to Promote DI Awareness

San Diego, Calif., April 25, 2011: May is Disability Insurance Awareness Month (DIAM). In celebration, Disability Insurance Services is gearing up to help brokers spread the word with a new “What Will You Say?” campaign. The campaign encourages brokers to speak up, ask important questions, and talk about paycheck protection now, instead of waiting until it’s too late.

“When a client becomes disabled, the conversation can go two ways. You’ll either feel great that you’ve prepared the client for the unthinkable or you’ll awkwardly explain there’s no coverage,” says Dan Steenerson, president of Disability Insurance Services. “This is an urgent issue – disability insurance is just as important, if not more important, than home, car, or life insurance. In fact, we recommend brokers use a waiver of liability if a client declines coverage. Think about it – without a paycheck, most Americans can’t make ends meet.”

Steenerson indicates that many people don’t realize the chance of becoming disabled is incredibly high. One in five Americans will suffer a disability that lasts longer than one year, according to America’s Health Insurance Plans, the National Association of Insurance Commissioners, and the U.S. Commerce Department. Disability Insurance Awareness Month is the perfect time for brokers to talk to clients and prospects about essential paycheck protection. Most Americans remember to buy life insurance to protect their assets after they’re gone but forget to safeguard their earnings and their lifestyles in the event of living with disability.

The “What Will You Say?” campaign includes postcards, emails, and fax blasts to brokers across America, providing a variety of free tools to help increase disability awareness. Additionally, in April and May, Steenerson is featured in several industry magazine articles that inform brokers about the importance of disability insurance and how to effectively promote paycheck protection.

For Release April 25, 2011

During the month of May and year-round, Steenerson urges all brokers to consider if they've done everything possible to prepare clients for the unexpected risk of disability. If you're an insurance broker who would like to learn more about Disability Insurance Awareness Month, visit [Disability Insurance Services](#) for articles, webinars, and sales tools, or request more information by emailing info@diservices.com.

About Disability Insurance Services Inc.

Founded in 1997, Disability Insurance Services markets a suite of disability insurance products through a nationwide network of brokers and affiliates. These products protect Americans' paychecks by providing income when an insured is disabled due to illness or injury. The company, headquartered in San Diego, Calif., is known for its expertise, end-to-end broker support, and innovative practices. For more information, visit www.diservices.com or call 800-898-9641.

##