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New York Insurance Association Launches Thank Goodness for Insurance

Albany, N.Y., November 27, 2018—During this season of giving, we are reminded to pause and be thankful. The insurance industry is no different and is grateful for their customers and the opportunity to provide them with financial security.

Insurance policyholders are the true inspiration behind a new initiative being launched by the New York Insurance Association, Thank Goodness for Insurance or TGF, a campaign that aims to educate consumers about insurance. TGF seeks to encourage people to consider the role insurance plays in their life and learn more about financial security.

TGF is multifaceted and will be rolled out in sections over the coming months. First to launch is the auto insurance and community sections, which will be followed by homeowners' insurance, business insurance and renters' insurance. An upcoming trending topics section will rotate with helpful insights on timely content such as cyber security and ride sharing.

The TGF website was designed to act as an educational tool, providing answers to common insurance questions. The [auto insurance section](#) on the website holds an [infographic](#) that will aid in selecting the proper coverage for your lifestyle, a helpful step-by-step [guide](#) for what to do in case of an auto accident, an interesting [fact sheet](#) on auto insurance and a [video](#) that tells an entertaining interpretation of the history of car insurance.

The [community section](#) includes an animated [video](#) that brings to life the contributions of the insurance industry, [Better Together](#)—a compilation of the industry's volunteerism and philanthropic efforts and an [infographic](#) about the employment opportunities in the field of insurance.

To further dive in to TGF, visit www.thankgoodnessforinsurance.com or on [Facebook](#), [Twitter](#) and [Instagram](#).

The [New York Insurance Association, Inc.](#) NYIA is a state trade association that has represented the property and casualty insurance industry for more than 135 years.