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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 TGFI, a campaign that aims to educate consumers about insurance. TGFI seeks to encourage people to consider the role insurance plays in their life and learn more about financial security.

TGFI 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 TGFI 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 TGFI, 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.