



Contact:

[Cassandra Anderson](#)

(518) 432-4227 or (518) 312-3315

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Thank Goodness for Insurance Launches Business Insurance Section

Albany, N.Y., Jan. 17, 2023—Owning a business comes with unique challenges but protecting the business, employees and customers should not be one of them. That is where insurance comes in, a resource that provides peace of mind and security during unforeseen times. Goodness for Insurance or TGFI, a campaign that aims to educate consumers about insurance, is an initiative powered by the New York Insurance Association. TGFI looks to be a resource for insurance customers, encouraging them to consider the role insurance plays in their life and help them make more informed decisions.

The [TGFI website](#) was designed to be an educational tool for our customers, providing answers to common insurance questions. The [business section](#) on the website features [safety procedures](#) to help keep employees out of harms way, an outline of [coverage options](#) to consider when obtaining a policy, helpful [cybersecurity best practices](#) to keep businesses and customers safe and a [video](#) that depicts different business types and the ways insurance can protect against various unanticipated events.

TGFI is multifaceted and will continue to be rolled out in sections. TGFI has previously unveiled a section devoted to [auto insurance](#), a section depicting the role insurance plays in [communities](#) and a section focused on [homeowners insurance](#). TGFI will also be releasing a section on renters' insurance in addition to a trending topics section which will rotate with helpful insights on timely content.

To further dive in to TGFI, visit www.thankgoodnessforinsurance.org or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

[The New York Insurance Association, Inc.](#) (NYIA®) is a state trade association that has represented the property and casualty insurance industry for more than 140 years.

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