



FOR IMMEDIATE RELEASE

## **Partners Advantage Joins Forces with Life Happens to Increase Awareness**

**Riverside, CA (Aug. 27, 2014)** — Partners Advantage Insurance Services, LLC, one of the nation's largest independent marketing organizations, is pleased to announce they've recently joined forces with the nonprofit Life Happens organization as a member company.

Partners Advantage strongly supports the Life Happens mission to inspire the public to take personal financial responsibility through the ownership of life insurance and related products, and with Life Insurance Awareness Month fast approaching, becoming a Life Happens member company was both logical and timely.

The Partners Advantage mission, which is to deliver solutions and opportunities for financial professionals to succeed with the highest standard of integrity, is not only similar to that of Life Happens, but also complementary. While Life Happens' mission is to motivate and educate consumers, the Partners Advantage mission is to work with financial professionals in order to achieve the company's vision of keeping American families protected and secured.

"Partners Advantage is proud to have forged this new, mutually beneficial relationship," said company president James Wong. "Both organizations are dedicated to positively impacting lives by supporting the important role insurance professionals perform in helping families, businesses, and individuals find the insurance products that best fit their needs."

Financial professionals who work with Partners Advantage now have access to additional industry resources through Life Happens, including:

- Sales ideas
- Marketing resources
- Calculators
- Videos
- And much more

These resources provide financial professionals with important tools to inform the public during Life Insurance Awareness Month, in September, and beyond.

### **About Partners Advantage Insurance Services**

Partners Advantage Insurance Services, LLC, is an independent, national insurance marketing organization with 70 associates located in offices across the country. The company's Advantage Division is a one-stop brokerage for licensed agents and agencies throughout the United States who sell annuities and life insurance. The company's Platinum and Premier Divisions work to enhance the services and products of insurance marketing organizations and agencies throughout the country. Its Nationals Division provides experience, services and products which allow several diverse national companies to expand their business base. For more information about Partners Advantage, visit [www.partnersadvantage.com](http://www.partnersadvantage.com).

###

PAIS 01082114