

A Special Hotline on How to Insure Against a Disaster During the 2014 Hurricane Season and Beyond Will Be Held For the Hispanic Community in the Tri-State Area: July 16, 5:30-6:30 P.M.

The ¿Estás Preparado? ¡Asegúrate! Campaign Is a Collaboration between the Insurance Information Institute, The Latin Agents and Brokers Association and WXTV Univision 41

July 14, 2014

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INSURANCE INFORMATION INSTITUTE New York Press Office: (212) 346-5500; media@iii.org

NEW YORK, July 16, 2014 ? Spanish-speaking consumers with questions about disaster preparedness, as well as auto, home, renters, flood and business insurance can call a special phone line, hosted by WXTV Univision 41, the evening of Wednesday, July 16th from 5:30 p.m. to 6:30 p.m. Bilingual volunteers from the Insurance Information Institute (I.I.I.) and the Latin Agents and Brokers Association (L.A.B.A.) will be available to answer questions and provide information about insurance coverage.

The insurance helpline was created to help Hispanic consumers in the tri-state area with their insurance questions so they are better prepared for any disaster.

WXTV Univision 41 news programs and segments, including 41 a Tu Lado, regularly inform and empower consumers with resources and information, including those affected by disasters. To support the efforts of WXTV Univision 41, the I.I.I. and L.A.B.A. are providing bilingual insurance experts to respond to phone lines and provide consumers with preparedness tips and insurance related information.

The event will be live-tweeted and consumers can submit questions via Twitter; to participate, follow [@iiiorg](https://twitter.com/iiiorg) and [@noticias41NY](https://twitter.com/noticias41NY) and use the hashtag #Asegurate.

The I.I.I. is a nonprofit, non-lobbying, educational organization whose mission is to improve public understanding of insurance?what it does and how it works. The I.I.I. website has extensive insurance information available in Spanish.

L.A.B.A. is a nonprofit insurance trade association supporting insurance agents and brokers whose customers are primarily Hispanics. For more information, go to: www.LatinAgentsAndBrokers.com.

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