Univision 23 Hosts Live Insurance Helpline Call-in Segment on June 5th

June 4, 2012

MIAMI, June 4th, 2012? Spanish speaking consumers with questions about auto, homeowners and business insurance will have the opportunity to get answers to their questions from insurance professionals through a special phone line, hosted by Univision 23, on Tuesday, June 5th during the 6:00pm news. Bilingual volunteers from both the Insurance Information Institute (I.I.I.)[1] and the Latin American Association of Insurance Agencies (LAAIA)[2] will be answering questions and providing information about insurance coverage, hurricane preparedness and money-saving tips.

This is the first time in South Florida that a dedicated insurance helpline will be available to those who want to be better prepared for the hurricane season. This year marks the 20th anniversary of Hurricane Andrew, a devastating storm that occurred during what was predicted to be a mild hurricane season. Being prepared for a hurricane enables individuals, families and businesses to recover faster in the event a hurricane strikes.

Univision 23’s news segment ?El 23 a Tu Lado? [3], is partnering with the I.I.I. and LAAIA to help South Florida residents take charge of their insurance and become educated about hurricane preparedness. The insurance professionals volunteering to answer viewers? calls will also be able to explain recent legislative changes affecting auto and home coverage.

About I.I.I.
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. You can visit them online at www.iii.org [4].

About Latin American Association of Insurance Agencies
The Latin American Association of Insurance Agencies was founded as a voice for independent insurance agents and strives for a healthy insurance environment for agents and consumers through education, communication and community involvement. For more information please visit their website at www.laaia.com [5].

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