**NAIFA-State to Hold Annual Legislative Day and Meet With State Lawmakers**

*NAIFA-ST members will offer stories and expertise to illustrate the important role of agents and advisors and how state laws affect Main Street State Residents [e.g., Californians, New Yorkers, etc].*

MEDIA CONTACT: Name, phone#, email

The State chapter of the National Association of Insurance and Financial Advisors (NAIFA-ST) will present its annual Day on the Hill advocacy programming Date. The event will highlight the importance of political advocacy for insurance financial advisors. Decisions by state lawmakers and regulators have tremendous impacts on the businesses of NAIFA members as well as the Main Street consumers and small businesses they serve.

Sessions will brief attendees on important legislative and regulatory issues in the state and provide opportunities for agents and advisors to learn how they can connect with lawmakers and make a difference advocating on behalf of their businesses, their industry, and consumers. [Include link to registration or web page]

“NAIFA members are valuable resources who help lawmakers do their jobs better,” said NAIFA-ST President Name. “Financial professionals have expertise that informs many of the policy debates in the state legislature. They are also directly connected through their service in communities around the state with the families, individuals, and small businesses most impacted by laws and regulations made in state capital.”

Meeting with state legislators as part of a coordinated Day on the Hill is an important part of NAIFA’s grassroots strategy. These events show the strength of NAIFA’s numbers and help members develop relationships with lawmakers. Along with NAIFA’s professional lobbying in state capital and state IFAPAC giving, grassroots is a critical leg of NAIFA’s state advocacy strategy.

[Insert any details about the program – grassroots training, guest speakers, etc.]

[Insert state boilerplate, if available, and delete below. If no state boilerplate is available, keep below.]

About NAIFA: Founded in 1890, [the National Association of Insurance and Financial Advisors](https://belong.naifa.org/) is the preeminent association for financial service professionals in the United States of America. NAIFA members, in every Congressional district and every state house, subscribe to a strong [Code of Ethics](https://belong.naifa.org/code-of-ethics) and represent a full spectrum of practice specialties to promote financial security for all Americans. Complimented by its professional development and consumer divisions, the Society of Financial Service Professionals, and Life Happens, the association delivers value through advocacy, service, and education.