**Draft Rolling Stones Local Byline**

*“Time is on my side, yes it is.” – The Rolling Stones*

On [DAY OF WEEK], the legendary Rolling Stones – the embodiment of living life to its fullest – will be coming to [CITY] as a part of their U.S. “No Filter” Tour. They’ll be joined by their sole sponsor, the Alliance for Lifetime Income, a nonprofit education organization that’s creating awareness and educating Americans about the importance of having protected lifetime income from an annuity, to avoid running out of money in retirement so that they can live life to its fullest.

Now is the time to address the looming retirement income shortfall faced by millions of Americans. [NUMBER - spelled] percent of residents living in [STATE] are facing their financial future without a source of protected lifetime income other than Social Security. Nationwide, there are 80 million American households, or 64%, with no source of protected monthly income to fill the gap between what they will need in retirement or their next phase of life, and the income they will receive from Social Security and a pension. As a financial advisor, I and others in my profession play a key role in solving this challenge for our society and ensuring that no American is vulnerable to running out of money in retirement.

Most of the 10,000 Americans entering retirement age every day lack protected lifetime income other than Social Security. These are the startling facts. With Americans living longer than ever before, the critical question remains – how will we make sure that people have money to cover next two, three or more decades of retirement?

There are only three sources of protected monthly income that will last as long as you live – Social Security, a pension, and an annuity. With pensions having virtually disappeared and Social Security projected to only cover 40% of your guaranteed income needs, Americans need to be looking for ways to cover that retirement income gap.

As a financial advisor, I have had the opportunity to sit at the table with clients to help them plan for and solve some of the most challenging retirement planning questions Americans face, ranging from how to guarantee monthly income in light of increasing lifespans and how to plan for rising health care costs. The continued low interest rate environment and volatility in the markets only add to the uncertainty and risk Baby Boomers and Generation X face as they enter this next phase of life.

[Advisor should insert 1-2 paragraphs here providing a short testimonial that speaks to the positive role he/she has seen annuities play in their clients’ retirement income planning.]

While every individual’s needs and financial plans for retirement are different, raising awareness of the need for protected lifetime income ultimately benefits all Americans. The Alliance’s efforts, including its sponsorship of the Rolling Stones tour is a step in the right direction to ensure retirement security for as many people as possible.

If you’re one of the [XX] million people in [STATE] facing a retirement income gap, please consider having a discussion today with a financial advisor about protecting your retirement income. Time is in fact on your side.

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