



## Insured Retirement Institute

**FOR IMMEDIATE RELEASE**  
**Tuesday, December 1, 2009**

**Contact: Chris Paulitz or Danielle Holland**  
**[dholland@irionline.org](mailto:dholland@irionline.org) or 202.469.3007**

### **Insured Retirement Institute Releases New Web Video Geared Towards Baby Boomers**

*New media outreach yet another step forward for new IRI*

**WASHINGTON, D.C.** – The Insured Retirement Institute (IRI) today released its first-ever web video, with the purpose of capturing the attention of Baby Boomers and urging them to think about their retirement. The new media outreach is latest in the transformation of the new IRI.

“Many Baby Boomers never think about their retirement income, waiting until it is too late and relying too heavily on Social Security,” said Cathy Weatherford, IRI President and CEO. “Part of IRI’s mission is to work on behalf of consumers, and we are doing just that, this time in a new and fun way. We must educate Americans and urge them to save on their own, not rely on Social Security alone and consider insuring their retirement income for life.”

To view the video, please [CLICK HERE](http://www.irionline.org/video) (<http://www.irionline.org/video>)

The IRI’s greater use of new media is just the latest in the transformation of the Institute. Formerly NAVA, the IRI went through a complete rebranding in July and moved from the exurbs of Virginia to downtown Washington, a few blocks from the White House. IRI also started advocating before the states and on Capitol Hill, something it had not done in the past.

In addition to Weatherford, who spent the last 12 years as head of the National Association of Insurance Commissioners (NAIC) after serving as the elected insurance commissioner for the state of Oklahoma, the IRI expanded by recruiting top talent: the former Insurance Commissioner for the state of Ohio; the Chief of Staff, Senior Advisor and Communications Director for United States Senators; government affairs experts and seasoned communicators with over three decades of experience at the highest levels of Capitol Hill, the Executive Branch, presidential and Congressional campaigns; and a national authority in standards development.

“This is a critical moment in our industry that requires a new, reinvigorated approach,” Weatherford said. “IRI will be a trusted resource for consumers looking for guaranteed income



## Insured Retirement Institute

in an economy and times where there is little certainty. We will provide consumers with the knowledge and confidence in retirement planning that can no longer be taken for granted.”

*ALL media and outside groups are permitted to link to and host this video on their websites. No additional permission is needed.*

– END –