



NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION

FOR IMMEDIATE RELEASE

CONTACT

August 4, 2026

communications@naaia.org

NAAIA and Atlanta Life Insurance Company Partner to Advance Financial Well-Being for Industry Professionals



Washington, DC – The National African American Insurance Association (NAAIA), is pleased to announce a strategic partnership with Atlanta Life Insurance Company to launch *“Live Well. Plan Forward.”*, a new community well-being initiative focused on financial literacy and protection planning for industry professionals.

Jointly, NAAIA and Atlanta Life aim to empower NAAIA members and industry professionals to plan ahead for their future by providing free, accessible education tools to make informed decisions about comprehensive financial planning, a key foundation for long-term stability, wealth transfer, and peace of mind.

“At its core, living well means having the confidence that your family, your health, and your future are protected,” said Omari Aarons-Martin, President & CEO of NAAIA.



“This partnership allows us to meet people where they are with information that is clear, respectful, and rooted in equity. We’ve partnered with Atlanta Life because of their rich legacy in being Black founded and owned, and their long history of serving the community.”

The *Live Well. Plan Forward.* campaign provides NAAIA members and their networks with free resources, including the Personal Wealth Potential Calculator, designed to help individuals quickly understand their current coverage needs and close potential gaps.

Eugene Mitchell, Executive Director of Wealth & Equity Insurance Literacy at Atlanta Life and a proud NAAIA member, added, “At its core, this campaign is about helping the NAAIA community thrive financially. Insurance is a powerful tool for building generational wealth and strengthening our collective wellbeing. Through this partnership, we’re equipping NAAIA members with meaningful tools, trusted guidance, and resources to plan forward with confidence.”

The partnership will also feature engagement moments at key NAAIA National events throughout the year, including *“From Promise to Power: The NAAIA Story,”* documentary premieres, NAAIA’s virtual Agent + Broker Summit, and National Conference in Charlotte, NC this September.

Explore how this partnership can be a tool for your future here:
<https://atlantailife.com/live-well-plan-forward>



#

ABOUT ATLANTA LIFE INSURANCE COMPANY

For over 120 years, Atlanta Life has been more than an insurance company. Atlanta Life was founded by Alonzo Herndon in 1905 on a bold idea: Financial security should be accessible to everyone. To Mr. Herndon, insurance wasn't a product. It was a tool for empowerment. Atlanta Life offers families dignity, protection, and the ability to plan for their futures, opening doors and creating pathways to prosperity. We are proud to be a technology-driven, agent-led, and client-centric insurance provider for individuals, families, employers, and Communities.

Atlanta Life Insurance Company is a NSMDC-certified minority business enterprise. For more information on the company, please visit www.AtlantaLife.com or follow us on social media.

ABOUT NAAIA

The National African American Insurance Association (NAAIA) was organized to create a network among people of color and others employed in or affiliated with the insurance industry. The association currently has over 3,400 members and 33 chapters, with others in development, throughout the nation and its members represent every sector of the industry. NAAIA's focus is the professional development and personal empowerment of its members, and to serve as a gateway to diverse talent at every level of the industry.

Visit www.naaia.org to learn more.