

Making Memories Count...

Remember your birthday as a child?

Running to the mailbox in anticipation of that colorful card from **Grandma** or **Grandpa**.

Ripping open the envelope addressed to you. Pulling out some crisp dollar bills ... *and smiling*.

Not because of the money. But because it was from your grandparents ... and you were *remembered*.

Unfortunately, as time goes by, things change. Your grandparents pass on. The birthday cards stop. The memories may begin to fade. And you may feel a little less special on your special day.

If you're a parent or grandparent, wouldn't you like to create a special memory like this? For your child or grandchild. To keep the feeling going. Year after year. For your lifetime. *And their lifetime as well.*

It's possible -- with a multigenerational gift plan — that can make memories count!



**Turn
Memories
into Legacies**

You can create a **multigenerational** plan like this now. An annual gift that lasts their entire life. You can even have it shared on a birthday, anniversary or any special day to continue their memory ... *and create your legacy.*

Western & Southern: Our Strength. Your Future.

**Financial
Strength**
**1888
Heritage**

Built on a heritage dating to 1888, Western & Southern Financial Group (Western & Southern) today stands strong. As a dynamic family of diversified financial services providers, Western & Southern has demonstrated resolve and resiliency throughout challenging economic cycles. Our financial strength continues to be the cornerstone of our success. We are proud of our strong industry ratings, which you can check at WSFinancialPartners.com/ratings. Western & Southern remains committed to helping safeguard your future well-being with our strength, stability and full range of risk management financial solutions.

Ask how you can turn memories into legacies.



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Learn more about Legacy Planning. Ask for free information.



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