



NEWS

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- For Immediate Release -

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The Assurance Group Announces Incentive Trip Destination

Archdale, NC, May 31, 2013 – Edward L. Shackelford, President & CEO of The Assurance Group (www.assuregrp.com) announces the 2014 Career Agent incentive trip destination to the Colorado Springs resort, The BROADMOOR. The trip will take place May 21st through the 25th, 2014. Shackelford comments, “Our agents work extremely hard in the field all year, and we want to be able to reward them for their efforts with a trip to a Five-Star resort.”

The BROADMOOR, located in the southern edge of the Rockies, is the longest-running consecutive winner of both the AAA Five-Diamond and *Forbes Travel Guide* Five-Star awards. Opening in 1918, The BROADMOOR offers guests a Five-Star spa experience, Five-Diamond restaurant, a championship golf course, and multiple indoor/outdoor pools. For more information on The BROADMOOR, please visit <http://www.broadmoor.com/>

The Assurance Group released a website dedicated to The BROADMOOR for the field agents to enjoy leading up to the trip. The site includes destination information, services and amenities, BROADMOOR activities, as well as trip qualifications and guidelines. A rolling countdown of the time left to qualify is located in the top right corner of the site as a constant reminder to the agents of their time left to qualify. To view the site, please visit <http://tagcareertrip.com/>

Curt Klein, Chief Marketing Officer of The Assurance Group explains, “Each year, our Executive team selects one of the most desirable locations for our field agents to enjoy as a token of our gratitude for their hard work. During the trip, we will be hosting an awards ceremony to celebrate the achievements our agents have accomplished throughout the year. Selecting a destination that is a member of Preferred Hotels and Resorts and Historic Hotels of America, I am confident that our trip to The BROADMOOR will be an unforgettable experience.”

About The Assurance Group

Founded over twenty-five years ago to primarily serve the life and health insurance needs of the residents in the Triad area of North Carolina, The Assurance Group (TAG) has grown to national prominence as a provider of life, health, annuity and property/casualty products through both career and independent brokerage agents. Over one-hundred employees serve thousands of agents and nearly one-million clients from the home office campus in Archdale, NC as well as from twenty regional and district offices throughout the United States.

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