

Transamerica Talks Understanding Life Insurance on Designing Spaces™ airing on Lifetime TV

During the segment, “Understanding Life Insurance”, Brian Short from Transamerica Life Insurance Company meets ups with a young couple to help answers their questions about life insurance

(Pompano Beach, FL – CISION – September 3, 2013) Popular home improvement show Designing Spaces™ airing on Lifetime TV will feature Transamerica® on Thursday, September 5th at 7:30 am (ET/PT) during National Life Insurance Awareness Month. Make sure to tune in to this “Protecting Your Greatest Investment” series to learn how Transamerica can help “redesign” one’s financial well-being.

During the segment, “Understanding Life Insurance”, Brian Short from Transamerica Life Insurance Company meets ups with a young couple to help answers their questions about life insurance, including “Why would we want it?” “Is it for people our age?” and “If we’re young and healthy, why would we need it?”

Short will educate the couple as well as Designing Spaces viewers on how life insurance plays an important role in protecting a family’s future, the difference between term and permanent (whole) life insurance, and talk about Transamerica’s “needs analysis” tool called the Personal Plan Builder found at www.Transamericadirect.com.

To learn more, please visit: www.TransamericaDirect.com

About Designing Spaces on Lifetime Television

Entering its 10th year **Designing Spaces™** continues to be one of America’s favorite home improvement shows. The show inspires viewers on decorating ideas, do-it-yourself projects and step by step home improvements to help make every space count and provide solutions to help you enjoy the space you live, work and play in. Designing Spaces™ Family of Spaces includes *Think Green Spaces*, *Kids Spaces* and its widely popular *Spaces of Hope* which prides itself on assisting people and places in dire need of a makeover including children’s shelters, animal shelters, military families and more. Designing Spaces™ airs at 7:30am (ET/PT) on Lifetime.

For information on how to be a part of the show please contact Lysa Liemer Executive Vice President of Programming /COO of Designing Spaces™ at 954-571-5221 or lysa@designingspaces.tv

For more information or to view special segments visit: www.designingspaces.tv

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