



CrisisFund®

CrisisFund® Insurance pays up to \$50,000 — with no retention — for an insured to hire a pre-approved public relations firm to manage communications surrounding a covered crisis event.

Strategic management of the communications surrounding a crisis can be critical in mitigating potential damages to a company's reputation.

Triggering events can include:

- Management crisis
- Bankruptcy
- Contribution revocation
- Regulatory investigation (or threat of)
- Mass tort
- Other event that generates media coverage adverse to the insured

For more information, email FinancialLines@aig.com

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