

# Boomer Esiason's realLIFEstory®



## A life lesson learned early

A record-setting NFL quarterback, and now a seasoned radio and TV broadcaster—that's how most people know Boomer Esiason. But before his fame on and off the gridiron came a tough road for Boomer and his family.

When he was just 7, Boomer's mother, Irene, who was 37, died of cancer. That left Boomer, his father and his two teenage sisters to create a life for themselves. A three-hour daily commute to work in New York City left Boomer's father, Norman, with little free time, but he always made sure he supported Boomer, both on and off the field. The family was also forced to rely on friends and relatives, as Boomer's mother died without life insurance and there was little money left each month to pay for any extra help. "I was handed a life lesson early, growing up with one parent," says Boomer, "It wasn't the easiest life—my dad sacrificed a lot."

Through determination, hard work and the support of his father, Boomer was able to leverage his talent at football to gain a full scholarship to the University of Maryland. He then went on to become one of the most successful quarterbacks in NFL history during his 14-year career, leaving the game in 1997 in the top 10 of many quarterback career statistical categories.

From the beginning, Boomer has protected his family—wife, Cheryl, and their children, Sydney and Gunnar—with life insurance. And as his career as a radio and TV broadcaster has grown, his life insurance coverage has grown as well. It has become especially important to Boomer, given that Gunnar is fighting cystic fibrosis and will need financial support throughout his life. "Life happens at the most unexpected of times, and life insurance is about protecting the future and the people you love," he says. "Remember, if something happens and you haven't done the planning, the people you leave behind will feel the brunt of your mistakes."



[www.lifehappens.org/boomer](http://www.lifehappens.org/boomer)

## Boomer Esiason in Numbers

### Career Touchdowns

**247** and  
**37,920**  
pass yards

### Career Completions

**2,969** in  
**5,025**  
pass attempts

### NFL Most Valuable Player

**1988**

Money raised for  
Boomer Esiason Foundation  
fighting cystic fibrosis

**\$100**  
million

Numbers make a difference, especially when it comes to protecting your family with life insurance. Use the easy Life Insurance Needs Calculator at [www.lifehappens.org/lifecalculator](http://www.lifehappens.org/lifecalculator) to make sure your numbers measure up. Then meet with a qualified insurance professional. They can help you determine the right amount and type of coverage to meet your needs.