# No Fool's About It: Northwestern Mutual opens doors to Discovery World on Mondays

Grant from Northwestern Mutual allows museum to open every Monday starting April 6 through Aug. 31

MILWAUKEE, April 1, 2015 /PRNewswire/ -- Northwestern Mutual, through a grant from its foundation, is helping Discovery World connect with more children and families. Starting April 6, the museum will open Mondays through Aug. 31.

"Our hometown of Milwaukee is filled with a diverse array of arts, entertainment and cultural activities, which we're honored to support as a company," said John Kordsmeier, president, Northwestern Mutual Foundation. "This grant allows one of these treasured destinations, Discovery World, to be open seven days a week, giving even more residents and tourists the opportunity to enjoy and learn at the museum."

Since opening on the lakefront in 2007, Discovery World has traditionally been closed to the public on Mondays throughout the year. An extra day of operating hours enables Discovery World to facilitate additional school group demand and accommodate tourists during the busy spring and summer seasons. Since the beginning of the year, school field trips to Discovery World have increased more than 25 percent over the same time frame in 2014, and the highest demand of the year occurs from March through June.

"We are excited to be able to open our doors every day of the week for several months of the year, and appreciative of the support from the Northwestern Mutual Foundation," said Joel Brennan, president and CEO, Discovery World. "This generous support enables us to meet that increased demand from schools and provides more opportunities for the public to visit several brand new experiences we will unveil this summer."

The expanded hours will be highlighted during the week of April 6-10 as the Milwaukee Public Schools and other area districts hold their spring break. During that week, Discovery World will host special events aimed at introducing local students and families to the world of robotics.

The grant to Discovery World is another example of Northwestern Mutual's commitment to Milwaukee. From the construction, development and job growth associated with the Northwestern Mutual Tower and Commons project, to investments in education, neighborhoods, childhood cancer research and cultural organizations. Northwestern Mutual is dedicated to improving the quality of life for those living here.

**About Discovery World**
Located on the shores of Lake Michigan, Discovery World is Milwaukee's premier science and technology center that's fun for the whole family. The 120,000-square foot facility is home to interactive exhibits, fresh and saltwater tanks in the Reiman Aquarium, the S/V *Denis Sullivan*, and a multitude of educational programs.

**About Northwestern Mutual Foundation**
The mission of the Northwestern Mutual Foundation is to improve the lives of children and families in need. The Foundation has given nearly $270 million since its inception in 1992 and is designed to create lasting impact in the communities where the company's employees and financial representatives live and work. We accomplish this by combining financial support, volunteerism, thought leadership and convening community partners to deliver the best outcomes. Our efforts are focused nationally on curing childhood cancer, and locally on education, neighborhoods and making our hometown of Milwaukee a great destination.

**About Northwestern Mutual**
Northwestern Mutual has been helping families and businesses achieve financial security for nearly 60 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With more than $217 billion in assets, $26 billion in revenues and more than $1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.2 million people who rely on us for insurance and investment solutions, including life, disability and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; and Northwestern Long Term Care Insurance Company.

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