Northwestern Mutual and Brewers Community Foundation Score Big with Stolen Bases, Happy Faces Program

Each stolen base at Miller Park will support Big Brothers Big Sisters of Metro Milwaukee and help provide children facing adversity with bright futures

MILWAUKEE, April 6, 2015 /PRNewswire/ -- According to the National Mentoring Partnership, students who meet regularly with mentors are 52 percent less likely than their peers to skip a day of school and 37 percent less likely to skip a class. With a commitment to mentorship in the Milwaukee community, Northwestern Mutual, through its foundation, is partnering with Brewers Community Foundation for its *Stolen Bases, Happy Faces* campaign benefiting Big Brothers Big Sisters of Metro Milwaukee.

Throughout the 2015 major league baseball season, every Milwaukee Brewers stolen base at Miller Park will result in a $1,000 donation to Big Brothers Big Sisters. Proceeds from this campaign directly benefit the organization, which serves more than 1,300 children facing adversity each year.

"This campaign with Brewers Community Foundation highlights our shared commitment to strengthen and improve our community through mentoring children," said John Kordsmeier, president, Northwestern Mutual Foundation. "Many of our employees give their time and talents to mentoring programs with organizations such as Big Brothers Big Sisters. We believe it helps to foster the growth and development of the youngest members and future leaders of Milwaukee so we are proud to support this organization through this effort."

"This program is a great example of how business leaders in our community can partner with our hometown team to make a lasting impact in children's lives," said Cecelia Gore, executive director, Brewers Community Foundation. "We're excited for the season to get underway and support a great organization in the process."

This is the fifth year Northwestern Mutual and Brewers Community Foundation have collaborated on a stolen base program. To date, Northwestern Mutual has donated more than $350,000 through this partnership to focus on youth and their families.

"Big Brothers Big Sisters provides more than friendship. It opens children up to a lifetime of opportunities and experiences they may not have known were available to them," said Amy Chionchio, president and CEO, Big Brothers Big Sisters of Metro Milwaukee. "We're so grateful to Northwestern Mutual and the Brewers Community Foundation for choosing us as their nonprofit partner. We're excited about the opportunity to expand our mentoring program to more children facing adversity through the funds from this campaign."

As a company, Northwestern Mutual believes in Milwaukee. This commitment ranges from the construction, development and job growth from the Northwestern Mutual Tower and Commons to investments in education, neighborhoods and cultural organizations and events that significantly improve the quality of life for those living here.

About Big Brothers Big Sisters
Big Brothers Big Sisters has been the premier provider of youth mentoring services in Milwaukee and Waukesha counties for 40 years. Each year, the organization serves over 1,300 children ages 6-18 who come from single-parent households, are eligible for free or reduced-price lunch, and/or have an incarcerated parent.

Big Brothers Big Sisters creates and supports positive mentoring relationships that have a direct and lasting impact on the lives of young people. Its evidence based one-to-one model is unique in the mentoring community. This model includes careful screening of volunteer mentors to ensure child safety; personalized case management to every child, family, and mentor; comprehensive mentor training; strategic partnerships to expose youth to educational and cultural activities; and scientific evaluation to measure impact and drive program performance.

Big Brothers Big Sisters focuses on three measurable outcomes for children in its mentoring program: 1) educational success, 2) avoidance of risky behavior, and 3) social and emotional development.

About Brewers Community Foundation
Brewers Community Foundation harnesses the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in Greater Milwaukee and Wisconsin. Funding efforts support nonprofits that provide quality programming in the areas of health, education, recreation and basic needs.

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 160 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.

To view the original version on PR Newswire, visit: http://www.prnewswire.com/news-releases/northwestern-mutual-and-brewers-community-foundation-score-big-with-stolen-bases-happy-faces-program-300061003.html

SOURCE Northwestern Mutual

For further information: Elizabeth DeLuca, 1-800-323-7033, mediarelations@northwesternmutual.com

---

https://news.northwesternmutual.com/2015-04-06-Northwestern-Mutual-and-Brewers-Community-Foundation-Score-Big-with-Stolen-Bases-Happy-Faces-Program