

Northwestern Mutual named a Silver-Level Bicycle Friendly Business(SM) by the League of American Bicyclists

Downtown and Franklin campuses recognized as one of the most bicycle-friendly workplaces

MILWAUKEE, May 11, 2015 /PRNewswire/ -- This National Bike to Work Week, Northwestern Mutual is celebrating its recent recognition from the League of American Bicyclists as a Silver-Level Bicycle Friendly Business (BFBSM), joining more than 950 visionary businesses from across the country.

"As part of our ongoing initiatives to encourage better health for our employees, Northwestern Mutual believes that biking to work is both an eco-friendly and health-conscious mode of transportation," said Todd Smasal, Northwestern Mutual's Director of Total Rewards. "We encourage biking to work as a way for employees to reduce their carbon footprint and to get heart-healthy exercise."

Northwestern Mutual encourages bicycling as an easy option for transportation and provides amenities such as a bike stand with attached tools, a standing air pump and an emergency repair kit that houses a variety of inner tubes, tire irons, gloves and a patch kit. To ensure a seamless transition from the bike to the boardroom, they also offer showers, lockers and changing areas to all employees. In addition to bicyclist commuter-friendly amenities, the Northwestern Mutual Bike Club offers bike to work incentives through their commuting challenge for members to encourage ridership. Gift cards are distributed to members that reach a pre-set designated number of miles or commuting segments.

"Visionary business leaders are recognizing the real-time and long term impact that a culture of bicycling can create," said Andy Clarke, President of the League of American Bicyclists. "We applaud this new round of businesses for investing in a more sustainable future for the country and a healthier future for their employees."

With the April 22 announcement of 161 new and renewing BFBs in 46 states and Washington, D.C., Northwestern Mutual joins a cutting-edge group of more than 950 businesses, government agencies and Fortune 500 companies across the United States that are transforming the American workplace.

To learn more about the free BFB program, visit the League online at www.bikeleague.org/content/businesses

About the Bicycle Friendly America SM Program

The Bicycle Friendly CommunitySM, Bicycle Friendly StateSM, Bicycle Friendly Business and Bicycle Friendly UniversitySM programs are generously supported by program partner Trek Bicycle Corp. To learn more about building a Bicycle Friendly America, visit www.bikeleague.org/BFA

The League of American Bicyclists is leading the movement to create a Bicycle Friendly America for everyone. As leaders, our commitment is to listen and learn, define standards and share best practices to engage diverse communities and build a powerful, unified voice for change.

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 \$230 billion in assets, \$27 billion in revenues, nearly \$90 billion in assets under management in our investment products and services, 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 income and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services. Northwestern Mutual is recognized by FORTUNE magazine as one of the "World's Most Admired" life insurance companies in 2015.

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, life insurance with long-term care benefits, 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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