Northwestern Mutual financial professionals across the country to host lemonade stands during Alex's Lemonade Days

Northwestern Mutual to participate in Alex's Lemonade Stand Foundation's national event to raise funds for childhood cancer

MILWAUKEE, June 10, 2015 /PRNewswire/ -- Cancer is the leading cause of death by disease in children from ages 1 to 19 in the U.S. Yet, childhood cancer research and services are vastly and consistently underfunded. This weekend, Northwestern Mutual financial professionals and employees will support the fight against childhood cancer through its nonprofit partner, Alex's Lemonade Stand Foundation (ALSF), by holding nearly 200 lemonade stands as part of the Foundation's national fundraising initiative, Alex's Lemonade Days (June 12-14).

Experience the interactive Multimedia News Release here: http://www.multivu.com/players/English/7422153-northwestern-mutual-lemonade-days/

Founded by Alex Scott (1996-2004) in 2004, Alex's Lemonade Days is a three-day national event that grew out of Alex's front yard lemonade stand. During Alex's Lemonade Days, dedicated volunteers host thousands of Alex's Lemonade Stands across the country, raising more than $1 million for childhood cancer research. June 2015 will mark the 12th Annual Lemonade Days, and will continue Alex's mission to raise money one cup of lemonade at a time, renewing her idea that any contributor, at any age, can make a difference.

Northwestern Mutual launched its Childhood Cancer Program in 2012 to accelerate the search for cures to childhood cancers and to provide support to families battling the disease. Northwestern Mutual is committed to working with nonprofit partners such as ALSF.

"Our goal is to help find better treatments and cures for a disease which affects thousands of children and families in our communities nationwide," said John Kordsmeier, president of the Northwestern Mutual Foundation. "Supporting this annual fundraising movement will help drive critical awareness and funds for families impacted by childhood cancer."

Four-year-old Alex Scott, who was diagnosed with childhood cancer, set up a front-yard lemonade stand to raise funds for doctors to find a cure. While bravely fighting cancer, Alex continued to set up lemonade stands every year. People became inspired by Alex's effort and started their own lemonade stands, sparking a nationwide movement for the cause. To date, there here have been more than 20,000 Alex's Lemonade Stands held across the country and the world.

To date, Northwestern Mutual and its network have raised more than $7 million for the cause and helped to fund more than 50,000 hours of research to help discover life-saving treatments for kids. Northwestern Mutual is also committed to helping ease the financial and emotional impacts of childhood cancer on families and children, including financial support for families who need to travel for treatments at select medical institutions across the U.S.

Want to join the fight and build your own lemonade stand?

About Alex's Lemonade Stand Foundation
Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than $100 million toward fulfilling Alex's dream of finding a cure, funding over 475 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit AlexsLemonade.org.

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 $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 4.3 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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