Northwestern Mutual Announces 2016 Rose Parade® Float to Support the Fight Against Childhood Cancer

Presenting Sponsor of the Rose Bowl Game® will bring to life an adventure of 13-year-old girl battling cancer

MILWAUKEE, Sept. 9, 2015 /PRNewswire/ -- Northwestern Mutual, presenting sponsor of the Rose Bowl Game, today announced that its float in the 127th Rose Parade presented by Honda in Pasadena on Jan. 1, 2016, will support the fight against childhood cancer.

Experience the interactive Multimedia News Release here: http://www.multivu.com/players/English/7422154-northwestern-mutual-rose-bowl/

The theme of this year's parade is *Find Your Adventure*. Northwestern Mutual will dedicate its float design to the greatest adventure and dream of 13-year-old Peyton Richardson of Sugar Land, Texas, who is in treatment for acute lymphocytic leukemia (ALL). Northwestern Mutual is committed to raising awareness, accelerating the search for cures to childhood cancer and providing support to families battling the disease.

Peyton, an aspiring ballerina, would like to see the performances of the distinguished ballet companies of the world and have a ballet lesson with one of their principal dancers. Peyton's adventure will be brought to life in flowers by Fiesta Parade Floats.

"We are humbled by Peyton's passion to fight cancer and desire to share her story with others," said John Kordsmeier, president of the Northwestern Mutual Foundation. "Peyton's adventure on display will be very inspiring and will drive more awareness and support for all families affected by childhood cancer."

The 2016 event marks Northwestern Mutual's second year as presenting sponsor of the Rose Bowl Game. This sponsorship will extend through 2020, with the Rose Bowl Game serving as host of the College Football Playoff Semifinal in 2018.

"Life has many adventures, and a secure financial future enables us to accomplish the things in life that are truly important to us, like achieving our goals and dreams," said Conrad York, vice president of marketing at Northwestern Mutual. "Our dedicated financial representatives work hard every day to inspire their clients on this journey, which is why we are so passionate about supporting Peyton and her family by bringing her adventure to life on our float at this year's Rose Parade."

Peyton was diagnosed with ALL at age 12 on January 22, 2015, and began chemotherapy the next day. Since her diagnosis, Peyton and her family have been actively involved in sharing their story to help raise awareness and support for childhood cancer. Peyton is currently being treated at Texas Children's Cancer Center in Houston, Texas.

Peyton's story was chosen for Northwestern Mutual's float by a panel of judges who reviewed video submissions from children and families who shared their personal experiences with childhood cancer. The videos were submitted from select children's hospitals across the country that partner with Northwestern Mutual.

Since 2012, Northwestern Mutual has funded nearly 65,000 hours of life-saving research. The Northwestern Mutual Foundation, in partnership with financial representatives and employees nationwide, has collectively contributed $8 million for the cause.

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 $230 billion in assets, $27 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.

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 more than $290 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 the Pasadena Tournament of Roses®

The Tournament of Roses is a volunteer organization that annually hosts the Rose Parade®, the Rose Bowl Game® and a variety of associated events. Nine hundred thirty-five volunteer members act as ambassadors of the organization and contribute upwards of 80,000 hours of manpower each year. The 127th Rose Parade presented by Honda themed "*Find Your Adventure,"* will take place Friday, January 1, 2016, followed by the 102nd Rose Bowl Game presented by Northwestern Mutual. Learn more at www.tournamentofroses.com and on Facebook, Twitter, Instagram and YouTube.

SOURCE Northwestern Mutual

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

---

https://news.northwesternmutual.com/2015-09-09-Northwestern-Mutual-Announces-2016-Rose-Parade-R-Float-to-Support-the-Fight-Against-Childhood-Cancer