

Northwestern Mutual Sponsors Second Installment Of 'I AM LATINO IN AMERICA' National Tour

Soledad O'Brien brings tour to three new cities

NEW YORK, Feb. 16, 2016 /PRNewswire/ -- The "I AM LATINO IN AMERICA" tour, hosted by award-winning journalist Soledad O'Brien, launches a second series of the national tour this week to continue dialogue focused on issues critical to the Latino community.

The tour kicks off Feb. 18 in Chicago, with additional 2016 tour dates to be announced in Dallas and New York. Last year's tour visited cities in Florida, Texas and California, reaching more than 4,000 college students as well as local and national Latino leaders. The tour aims to amplify Latino voices on important issues like voting, the economy and education. With 2016 elections at the forefront of discussion, influential business leaders, celebrities, national and local advocates, students and academics will come together to converse about issues affecting Latinos.

Northwestern Mutual continues as the presenting sponsor of the tour. The company's recent *Elements of Success Study* reveals a gap between overall success and financial success within the Latino community. According to the study, 6 in 10 Hispanics believe those who work hard will be the most financially successful, yet they are less likely than the general population to express confidence when managing their own money. These findings highlight the need for financial education and empowerment within this community.

"We feel it's important for everyone to understand the issues specific to the Latino community, whether it be education, health care or finances," said Chris Meece, director of multicultural marketing for Northwestern Mutual. "We are honored to once again sponsor this tour and to be a trusted financial source to help Latinos achieve their goals."

Tour host, O'Brien, produced documentaries for CNN and reports for HBO's 'Real Sports with Bryant Gumbel' and PBS NewsHour. She hosts the National Geographic Bee.

"We are building on the momentum of the first tour where we really began to capitalize on the power of the Latino voice in shaping conversations about issues that are important to us," O'Brien said. "With the presidential election this year, it's more important than ever that Latinos are part of the political process. There is too much at stake for us not to be heard."

For tour information, visit www.iamlatinoinamerica.com or explore #IAmLatinoinAmerica.

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About Starfish Media Group (SMG)

STARFISH MEDIA GROUP is a leading production and distribution company focused on real stories, authentic characters, and rich storytelling told across a broad range of content formats and media platforms. SMG and Soledad O'Brien report and produce series, documentaries, digital content, live events and filmed entertainment. O'Brien has produced documentaries for CNN and Al Jazeera America and reports for PBS, HBO's 'Real Sports with Bryant Gumbel.' She hosts the National Geographic Bee and contributes to Al Jazeera's America Tonight.

About Northwestern Mutual

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