Milwaukee Cultural Attractions Awarded $700,000 in Grants from Northwestern Mutual

Grants to provide funding for 10 prominent hometown destinations

MILWAUKEE, March 10, 2016 /PRNewswire/ -- To show its dedication to its hometown of nearly 160 years, Northwestern Mutual, through its Foundation, today announced more than $700,000 in grants to Milwaukee attractions as part of its prominent destination portfolio.

The grants will support 10 nonprofits that provide cultural opportunities throughout the greater Milwaukee region. The programs selected focus on opportunities for children and families, attracting and retaining a strong workforce and enhancing tourism.

"By investing in these cultural attractions, we are investing in Milwaukee and ensuring that everyone in our community has access to the city's world-class cultural and educational opportunities," said Eric Christophersen, president, Northwestern Mutual Foundation. "All of these organizations share a common goal to engage families and to make learning fun."

Spotlight – Betty Brinn Children's Museum
One of this year's grant recipients is the Betty Brinn Children's Museum, a mainstay of Milwaukee that is dedicated to providing educational resources that promote the healthy development of children. Funding will support the Museum's Family Focus and Neighborhood Night outreach programs.

Family Focus ensures that all families in our community can benefit from the Museum's dynamic educational facility and programs that promote early learning. The program's goal is to support a child's development of key school-readiness and literacy skills. It also provides free parenting education, Museum membership and transportation assistance to families who reside in at-risk neighborhoods and other families in need.

The Museum's monthly **Neighborhood Night** provides free admission and special evening hours to meet the needs of local families. Neighborhood Night programs in 2016 will include three evenings geared toward serving each of Northwestern Mutual's targeted neighborhoods: Amani, Metcalfe Park and Muskego Way as well as a Literacy Night in July, which aligns with the company's support of literacy.

Since 1995, the museum has promoted healthy development of children from birth through age 10. The museum annually attracts more than 200,000 visitors, including 30,000 disadvantaged children and adults who benefit from museum outreach services.

The 2016 destinations grant recipients are the following:

Organization
Betty Brinn Children's Museum
Brewers Community Foundation
Discovery World
Marcus Center for the Performing Arts
Milwaukee Art Museum
Milwaukee Public Library and Milwaukee Bucks partnership
Milwaukee Public Museum
Schlitz Audubon Nature Center
Summerfest
Zoological Society of Milwaukee

Northwestern Mutual is also working with partners to improve education and provide support to children and families within local Milwaukee neighborhoods, and accelerate the search for cures for childhood cancer nationally.

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 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 $238.5 billion in assets, $27.9 billion in revenues and more than $1.6 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 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 2016.

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** (NMIS), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company (NMWMC), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC).

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