Northwestern Mutual and Brewers Community Foundation Team Up for 2016 Season to Benefit Big Brothers Big Sisters of Metro Milwaukee

Gift of $150,000 will benefit youth mentoring and local nonprofits

MILWAUKEE, April 4, 2016 /PRNewswire/ -- Northwestern Mutual, through its Foundation, is stepping up to the plate this baseball season with a $150,000 gift to Brewers Community Foundation to address the need for youth mentors in theMilwaukee community. The foundation grant will fund the *Mentoring the Ultimate Match* campaign to benefit Big Brothers Big Sisters of Metro Milwaukee and sponsor the 50/50 Raffle.

According to the National Mentoring Partnership, more at-risk young adults with mentors (76 percent) aspire to enroll in college than those without mentors (56 percent). Local organizations like Big Brothers Big Sisters aim to address this need by pairing positive role models with at-risk youth in the community.

"Positive role models can strengthen children, families and communities throughout our city, so we want to ensure that area children have the support they need," said Eric Christophersen, president, Northwestern Mutual Foundation. "We are proud of the many Northwestern Mutual employees who volunteer with organizations like Big Brothers Big Sisters and proud to continue this partnership."

The Brewers Community Foundation partnership includes a $75,000 grant to Big Brothers Big Sisters in addition to funding for the *Mentoring the Ultimate Match* campaign, which will take place throughout the 2016 season. Campaign elements include a scoreboard video message at each game, information for attendees on becoming a mentor and 500 tickets to Big Brothers Big Sisters for matches to attend a game.

Northwestern Mutual will also serve as the Presenting Sponsor of the 50/50 Raffle that occurs during the sixth inning of every game. Last year's 50/50 Raffle raised a total of $800,000 for local charities. Proceeds will directly benefit nonprofits throughout greater Milwaukee that provide programming in the areas of health, education, recreation and basic needs.

This is the sixth year Northwestern Mutual and Brewers Community Foundation have partnered to help local children and families. This partnership is the second year it has benefited Big Brothers Big Sisters of Metro Milwaukee, with last year's *Stolen Bases Happy Faces* campaign also focused on the mentoring organization.

"I am pleased that Brewers Community Foundation continues to partner with Northwestern Mutual," saidCecelia Gore, executive director, Brewers Community Foundation. "Our partnership clearly emphasizes the critical nature of supporting youth in our community through mentorship and other meaningful strategies that improve the quality of their lives."

To date, Northwestern Mutual has donated a total of$350,000 through its partnership with Brewers Community Foundation.

This grant is part of the foundation's destinations portfolio that focuses on makingMilwaukee a great place to live, work and play. Northwestern Mutual works with a variety of community 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 Brewers Community Foundation
Brewers Community Foundation harnesses the pride, passion and commitment of our fans, players and other supporters to positively impact the lives of children and families in Greater Milwaukee and Wisconsin. Our funding efforts are strategically focused on extending quality to support to nonprofits in the areas of health, education, recreation and basic needs.

About Big Brothers Big Sisters of Metro Milwaukee
The mission of Big Brothers Big Sisters of Metro Milwaukee is to provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever. Big Brothers Big Sisters has been the premier provider of youth mentoring services in Milwaukee and Waukesha counties for over 40 years. Each year, the organization serves over 1,300 children ages 6-18 who come from single-parent households, are eligible for free or reduced-price lunch, and/or have an incarcerated parent.

Big Brothers Big Sisters' evidence-based one-to-one model is unique in the mentoring community and includes careful screening of volunteer mentors; personalized case management to every child, family, and mentor; prioritization of educational success; comprehensive mentor training; strategic partnerships to expose youth to educational and cultural activities; and thorough, scientific evaluation to measure outcomes and impact and drive program performance. Big Brothers Big Sisters prioritizes and consistently achieves three measurable positive outcomes for youth in its mentoring program: 1) educational success, 2) avoidance of risky behavior, and 3) social and emotional development. www.bbbsmilwaukee.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 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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https://news.northwesternmutual.com/2016-04-04-Northwestern-Mutual-and-Brewers-Community-Foundation-Team-Up-for-2016-Season-to-Benefit-Big-Brothers-Big-Sisters-of-Metro-Milwaukee