Northwestern Mutual's 2017 Rose Parade® Float Highlights Commitment to the Fight Against Childhood Cancer

Presenting sponsor of the Rose Bowl Game® to recognize childhood cancer researcher treating daughter and mother who fought cancer diagnoses together

MILWAUKEE, Oct. 25, 2016 /PRNewswire/ -- Northwestern Mutual today announced that its float in the128th Rose Parade® presented by Honda will support the company's continued fight against childhood cancer. The event, to be held in Pasadena, California on Monday, January 2, 2017, marks Northwestern Mutual's third year as presenting sponsor of the Rose Bowl Game. This sponsorship extends through 2020, with the Rose Bowl Game serving as the College Football Playoff semifinal in 2018.

Experience the interactive Multimedia News Release here:https://www.multivu.com/players/English/7730659-northwestern-mutual-2017-rose-parade-fight-childhood-cancer

"The Rose Bowl Game embodies how teamwork, planning and commitment can lead to shared success. These qualities form the foundation of how Northwestern Mutual helps people live with confidence – and without anxiety – when they know what financial security is and are doing what it takes to achieve it," said Conrad York, vice president of marketing for Northwestern Mutual.

The theme of the 2017 Rose Parade is *Echoes of Success*, which celebrates the selfless contributions of others and how their inspirational gifts affect those around them. Northwestern Mutual's float, created by Fiesta Parade Floats, will highlight the company's national commitment to childhood cancer research and family support. Since 2012, Northwestern Mutual has been committed to the fight against childhood cancer. To date, the company's Childhood Cancer Program, with the help of its employees and financial representatives nationwide, has raised more than $12 million, funding over 130,000 hours of research.

The design of the company's 2017 float will celebrate the joy of being a kid and will demonstrate how success cannot be achieved alone by showcasing a story of childhood cancer research, support and survivorship featuring the following individuals:

Dr. Yael Mossé from Children's Hospital of Philadelphia
Edie and Emily Gilger of South Carolina
Steve Guinan, a Northwestern Mutual managing partner in Pennsylvania

When 7-year-old Edie Gilger was six months old, she was diagnosed with neuroblastoma, a cancer that commonly appears in and around the adrenal glands. The doctors knew that neuroblastoma is hereditary, and after testing, it was confirmed that Edie's mother, Emily, also had neuroblastoma.

Dr. Yael Mossé from Children's Hospital of Philadelphia developed a breakthrough neuroblastoma treatment that saved both Edie and Emily's lives. Dr. Mossé is an experienced researcher whose passion for curing childhood cancer was fueled by her treatment of Alex Scott, the 8-year-old girl who inspiredAlex's Lemonade Stand Foundation.

"The Gilger family is an unbelievable example of strength in challenging times, and we are thankful to be able to tell their story and bring awareness to childhood cancer at the 2017 Rose Parade," said Eric Christophersen, president of the Northwestern Mutual Foundation. "A child with cancer is still a child, and we see a day where children and their families can move beyond a cancer diagnosis and enjoy all the joy and happiness of life."

Through the Northwestern Mutual Foundation, Steve Guinan, a Northwestern Mutual managing partner in Pennsylvania, and his team have supported the fight against childhood cancer research by volunteering and funding, including contributing funding to Dr. Mossé and her work to find cures for more children. The company continues to support Dr. Mossé's research in partnership with Alex's Lemonade Stand Foundation.

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 ranks 100 on the 2016 FORTUNE 500, and 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).

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 $300 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 America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Northwestern Mutual and a variety of accompanying events. 935 volunteer members of the association will drive the success of 128th Rose Parade themed "*Echoes of Success,"* on Monday, January 2, 2017, followed by the 103rd Rose Bowl Game. For more information, visit www.tournamentofroses.com. Like us on Facebook and follow us on Twitter, Instagram and YouTube and visit our blog at blog.tournamentofroses.com.

SOURCE Northwestern Mutual

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

---

https://news.northwesternmutual.com/2016-10-25-Northwestern-Mutuals-2017-Rose-Parade-R-Float-Highlights-Commitment-to-the-Fight-Against-Childhood-Cancer