Northwestern Mutual Brings Childhood Cancer Research to Main Stage at Rose Parade

Presenting sponsor of the Rose Bowl Game® supports the fight against childhood cancer

MILWAUKEE, Dec. 15, 2016 /PRNewswire/ -- Northwestern Mutual is shining a spotlight on the importance of childhood cancer awareness and research. The company, which is the presenting sponsor of the 2017 Rose Bowl Game®, will dedicate its Rose Parade float to childhood cancer awareness by sharing the story of cancer survivor Edie Gilger.

Experience the interactive Multimedia News Release here:http://www.multivu.com/players/English/7991451-northwestern-mutual-childhood-cancer-research

Edie, now 7, fought neuroblastoma as an infant. During her fight her mother, Emily, was diagnosed with the same disease. Dr. Yael Mossé, a dedicated researcher from Children's Hospital ofPhiladelphia, treated both Edie and Emily and developed a breakthrough treatment that saved their lives. In support of the company's pursuit of treatments and cures, Northwestern Mutual funds work at leading research hospitals, including Children's Hospital of Philadelphia, Texas Children's Hospital and Children's Hospital of Wisconsin, among others.

"It's humbling to have the opportunity to care for kids who have cancer and their families, and to be able to focus on research that directly impacts their care," said Dr. Mossé. "The only way we can provide quality of life and meaningful therapies is to understand what drives disease growth, and this is only possible through research. I'm grateful to Northwestern Mutual for supporting Children's Hospital of Philadelphia's research and helping us develop more treatments for more children undergoing life-saving treatment."

Northwestern Mutual launched its Childhood Cancer Program in 2012. With the help of its employees and financial representatives, the company has raised more than $12 million to fund more than 130,000 hours of research and provide crucial support to families whose children are fighting cancer.

"Funding for childhood cancer research is a crucial need," saidSteve Guinan, managing partner at Northwestern Mutual –King of Prussia, Pennsylvania, who has long been dedicated to the fight against childhood cancer and is a cancer survivor himself. "We are honored to share the Gilgers' story and recognize this valuable opportunity to put childhood cancer research and funding needs at center stage during the Rose Parade."

Learn more about Northwestern Mutual's Childhood Cancer Programhere, and follow along on Edie and Emily's Rose Parade journey here.

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 4.4 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 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, visitwww.tournamentofroses.com. Like us on Facebook and follow us on Twitter, Instagram and YouTube and visit our blog at blog.tournamentofroses.com.

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

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