

Northwestern Mutual 128th Rose Parade® Float "Waves of Hope" Awarded Animation Trophy

MILWAUKEE, Jan. 2, 2017 /PRNewswire/ -- [Northwestern Mutual's "Waves of Hope" float](#) was awarded the Animation Trophy at the [128th Rose Parade presented by Honda](#) in Pasadena, Calif. The award recognizes the best display of animation.

"Waves of Hope," built by Fiesta Parade Floats, honored cancer survivors Edie and Emily Gilger and Dr. Yael Mossé of Children's Hospital of Philadelphia, the researcher whose innovative treatment saved their lives. Edie, now 7, fought neuroblastoma as an infant, and her mother, Emily, was diagnosed with the same disease soon after. Steve Guinan, a Northwestern Mutual managing partner in Pennsylvania who is passionate about fighting childhood cancer, also rode on the float.

"Northwestern Mutual is honored to have the opportunity to bring Edie's story to life and shine a light on childhood cancer," said Conrad York, vice president of marketing at Northwestern Mutual.

The float showcased the carefree joy of being a child and how, for so many children fighting cancer, this joy is only possible because of innovative research and funding. In addition, Northwestern Mutual presented a \$100,000 donation to the [V Foundation for Cancer Research](#) at the [Rose Bowl Game® presented by Northwestern Mutual](#). The funds will benefit pediatric cancer research.

"Nothing compares to the innocence of childhood," said Norm Bowling, chief revenue officer for the V Foundation.

"Northwestern Mutual's generous gift of \$100,000 to the V Foundation will help fund more research into the prevention and cures for childhood cancers, one day enabling all kids to enjoy a life carefree of this disease."

Northwestern Mutual has made a commitment to funding research devoted to childhood cancer since 2012. The company's [Childhood Cancer Program](#) has contributed more than \$12 million, funding over 130,000 hours of research with the help of its employees and financial representatives nationwide.

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.

About the V Foundation for Cancer Research

The V Foundation for Cancer Research is dedicated to declaring victory over cancer. It was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, the Foundation has funded more than \$170 million in cancer research grants nationwide. It awards 100 percent of all direct cash donations to cancer research and related programs. Due to generous donors, the Foundation has an endowment that covers administrative expenses. The Foundation awards peer-reviewed grants through a competitive awards process vetted by a Scientific Advisory Committee. For more information on The V Foundation, please visit www.jimmyv.org.

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