

## Northwestern Mutual Continues the Fight this National Childhood Cancer Awareness Month

Company expands its commitment to patients and families by investing in virtual reality programming nationwide

MILWAUKEE, Sept. 7, 2017 /PRNewswire/ -- [Northwestern Mutual](#), a leading national financial security company, is committed to giving all kids a chance to live life to the fullest by accelerating the search for a cure to pediatric cancer. September is National Childhood Cancer Awareness Month, and the company is doubling down on its efforts to bring hope to thousands of children and families.

Northwestern Mutual is celebrating the fifth anniversary of its national cause focused on childhood cancer, which was launched in 2012 to find cures, provide family and patient support, and aid those who struggle with the long-term effects of treatment. Since its inception, the company's employees and financial advisors have contributed more than \$15 million to the cause, and have funded more than 165,000 hours of research. The Childhood Cancer Program raises awareness and funds through its nonprofit partners, including [Alex's Lemonade Stand Foundation](#), [Beads of Courage](#), [Gabe's Chemo Duck](#), and other family support nonprofits as well as camps and retreats nationwide.

"For five years, Northwestern Mutual has had an unwavering commitment to improving outcomes and quality of life for those with childhood cancer," said Eric Christophersen, president of the Northwestern Mutual Foundation. "National Childhood Cancer Awareness Month is an inspiring celebration of these children's strength – and that of their families – and we're proud of our employees', advisors', and partners' efforts to bring attention to this critical cause."

This National Childhood Cancer Awareness Month, Northwestern Mutual is expanding its commitment to distraction therapy for those undergoing treatment in the hospital. The company is piloting a virtual reality program at Children's Hospital of Wisconsin, which it plans to scale to other hospital partners nationally. The initiative began through Northwestern Mutual's Enterprise Venture Fund, which solicits innovative ideas from employees and awards grants for research and development.

Northwestern Mutual employees and financial advisors around the country will be dedicating their time in September to volunteer for local organizations making a difference in the fight against childhood cancer. In support of nonprofit partner Beads of Courage, offices will participate in the annual [Great Bead Challenge](#). In Los Angeles, CA a team will lead a fundraiser for Camp Ronald McDonald for Good Times. In Troy, MI a team will host a Super Hero Fun Run for children and offices in Denver, CO; Gainesville, FL; Sioux Falls, SD; Seattle, WA and more will host fundraisers for nonprofit partner Alex's Lemonade Stand Foundation throughout the month.

To learn more about Northwestern Mutual's commitment to ending childhood cancer, please visit the Childhood Cancer Program site.

### 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 Northwestern Mutual

[Northwestern Mutual](#) has been helping families and businesses achieve financial security for 160 years. Through a distinctive, whole-picture planning approach including both insurance and investments, we empower people to be financially confident so they can live life differently. We combine the expertise of our financial professionals with a personalized digital experience to help our clients navigate their financial lives every day. With \$250.4 billion in assets, \$28.2 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 life, disability income and long-term care insurance, annuities, brokerage and advisory services, trust services, and discretionary portfolio management solutions. The company holds more than \$100 billion of client assets as a part of its wealth management company and investment services. Northwestern Mutual ranks 97 on the 2017 FORTUNE 500 and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2017.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) 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) (securities), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (fiduciary and fee-based financial planning services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance).

SOURCE Northwestern Mutual

For further information: Elizabeth DeLuca, 1-800-323-7033, [mediarelations@northwesternmutual.com](mailto:mediarelations@northwesternmutual.com)

---

<https://news.northwesternmutual.com/2017-09-07-Northwestern-Mutual-Continues-the-Fight-this-National-Childhood-Cancer-Awareness-Month>