

Northwestern Mutual's 2018 Rose Parade® Float Raises Awareness for the Fight Against Childhood Cancer

Presenting Sponsor of the Rose Bowl Game® will celebrate the joy of being a child and the unforgettable experience of summer camp for children affected by childhood cancer

MILWAUKEE, Nov. 2, 2017 /PRNewswire/ -- Northwestern Mutual, a leading national financial security company, today announced that its float in the [129th Rose Parade® presented by Honda](#) will support the company's national fight against childhood cancer. The event, to be held in Pasadena, California on Monday, January 1, 2018, marks Northwestern Mutual's fourth 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 Multichannel News Release here: <https://www.multivu.com/players/English/7991455-northwestern-mutual-rose-parade-childhood-cancer-awareness/>

The 2018 Rose Parade theme, *Making A Difference*, is a way to honor and celebrate all people in our communities who act in selfless, generous and kind ways to aid or benefit others without seeking reward or recognition. Northwestern Mutual's float, created by [Fiesta Parade Floats](#), will celebrate the joy of being a child and the unforgettable experience of summer camp for children battling cancer. It will feature childhood cancer patients who rediscovered their happiness through camp experiences, and the champions and medical professionals who made their experiences – and those of countless other kids – possible.

"Every kid deserves to experience laughter, adventure and fun," said Eric Christophersen, president of the Northwestern Mutual Foundation. "This year's float is our way of recognizing and thanking the individuals and families who have inspired us and others in this fight."

The theme of Northwestern Mutual's 2018 Rose Parade float is "Letting Kids Be Kids," which celebrates a future in which children and families can move beyond the fears of cancer. The float will showcase stories from the following children and champions:

Chris Serrano, a 18-year-old from Los Angeles, was diagnosed at Children's Hospital Los Angeles with bilateral retinoblastoma as a toddler in 2001 and lost vision in both eyes. Chris now in remission and credits his experience at [Camp Ronald McDonald for Good Times](#) in Los Angeles with restoring his confidence and helping him discover who he is today.

Mary Perkins, a 14-year-old from Cincinnati, overcame a childhood brain tumor diagnosis with treatment at [Cincinnati Children's Hospital Medical Center](#). Mary is defined by her positive outlook – she starts every school day with a new joke – and her love of [NjoyItAll Camp](#), which helped keep her optimistic during extended treatment.

Bennett Unger, a 13-year-old leukemia survivor from Milwaukee who just started 8th grade and was treated at [Children's Hospital Wisconsin](#). Bennett loves the outdoors and attends [Camp One Step](#) programs, many which are held in Wisconsin. He has been attending their Summer Camp for four years now, and this year he spent two weeks at that program. Camp One Step has been an important part of Bennett's journey, as he came back from camp transformed with a new confidence and found a community of kids who understood his situation.

Dr. ZoAnn Dreyer is a pediatric oncologist at Texas Children's Cancer and Hematology Centers in Houston. As the medical director for [Camp Periwinkle](#), Dr. Dreyer assists children with cancer and blood disorders and their siblings during camp. She has attended the weeklong camp for 30 years, serving as the medical director for the last 25, and is also on the Board of Directors for The Periwinkle Foundation.

Scott Cohen, an associate wealth management advisor at Northwestern Mutual — West Los Angeles, has volunteered with [Camp Ronald McDonald for Good Times](#) in Los Angeles for 10 years. Scott is passionate about giving kids the best experience possible and received Northwestern Mutual's 2017 Community Service Award, for which he received a \$30,000 grant for the camp.

Northwestern Mutual launched its [Childhood Cancer Program](#) in 2012 and is celebrating five years of working to find cures, providing family and patient support and aiding those who struggle with the late-term effects of treatment. The program has contributed more than \$17 million with the help of its employees and financial representatives nationwide, and has funded more than 200,000 hours of research. Northwestern Mutual is continuing its commitment to impact the childhood cancer space by generating awareness and funds through its nonprofit partners, as well as camps nationwide.

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 \$320 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. Visit [Northwestern Mutual Foundation](#) to learn more.

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).

About the Pasadena Tournament of Roses®

The Tournament of Roses is a volunteer organization that 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 129th Rose Parade themed "Making A Difference," on Monday, January 1, 2018, followed by the College Football Playoff Semifinal at the 104th Rose Bowl Game. For more information, visit www.tournamentofroses.com. Like us on Facebook and follow us on Twitter, Instagram and YouTube.

SOURCE Northwestern Mutual

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

Additional assets available online:  [Photos \(5\)](#)  [Video \(1\)](#)

<https://news.northwesternmutual.com/2017-11-02-Northwestern-Mutuals-2018-Rose-Parade-R-Float-Raises-Awareness-for-the-Fight-Against-Childhood-Cancer>