Northwestern Mutual Announces Contest Benefiting Camps for Children Affected by Childhood Cancer

Northwestern Mutual 2018 Rose Parade® Float Design inspires voting competition to give kids a key childhood experience

MILWAUKEE, Dec. 20, 2017 /PRNewswire/ -- As the presenting sponsor of the 2018 Playoff Semifinal at the Rose Bowl Game®, Northwestern Mutual will have a camp-themed float, titled "Letting Kids Be Kids," in the 129th Rose Parade® that will feature childhood cancer survivors who experienced the joy of summer camp throughout their treatment journeys. In celebration of the float and featured riders in the parade, the Northwestern Mutual Foundation announced today a national contest where the public can help nonprofit camps that serve cancer patients and their families earn a $20,000 grant.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8239951-northwestern-mutual-rose-bowl-game-parade-camp-contest/

"Camp is a unique experience that isn't always accessible or available to children affected by childhood cancer," said Eric Christophersen, president of the Northwestern Mutual Foundation. "Northwestern Mutual is grateful for the role programs like these play in restoring patients' childhoods, and we're proud to provide the opportunity to help them earn funding that will make a difference in the lives of countless future campers."

Beginning today, the public is invited to visit NMCampVote.com to vote for their favorite of 10 pre-selected camps. These camps were selected based on their level of service to children and families affected by childhood cancer as well as the number of years in existence. Since 2012, Northwestern Mutual's Childhood Cancer Program has been committed to funding research and providing help for families during treatment, as well as supporting survivors and their families as they continue to live their lives beyond cancer.

The three camps that receive the most votes by January 7, 2018 will each receive a $20,000 grant. The grant awards will be used to deepen and expand opportunities for children and families with cancer to attend camp, providing future campers with invaluable experiences that can help restore the sense of childhood that can be lost during and following treatment.

For more information on the contest and to vote for your favorite camp, visit NMCampVote.com.

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).

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

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