Northwestern Mutual Co-Hosts Inaugural "Campout on the Field" for Families Affected by Childhood Cancer

Northwestern Mutual also commits $50,000 in grants to provide camp experiences to children undergoing inpatient treatment at partner hospitals nationwide

MILWAUKEE, July 11, 2018 /PRNewswire/ -- Northwestern Mutual – through its Foundation – partnered with the Rose Bowl Stadium and the Rose Bowl Legacy Foundation over the weekend to host the inaugural Rose Buds Campout on the Field Presented by Northwestern Mutual, a unique overnight campout on the famed Rose Bowl Stadium Field. This once-in-a-lifetime experience gathered more than 200 kids and parents – many of whom are affected by childhood cancer – and enabled them to create lasting memories together.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8239955-northwestern-mutual-campout-on-the-field/

Attendees included members of the Rose Bowl Legacy Foundation's Rose Buds Kids Club, as well as children affected by childhood cancer and their families from around the country who were offered this unique opportunity through Northwestern Mutual's Childhood Cancer Program. Campers received a "Campout Kit" upon arrival at the stadium, including an exclusive Rose Buds camping tent, and participated in activities such as arts and crafts; on-field games; tours of fire and police trucks; a performance by musical act Us the Duo; and a movie screening on the jumbotron.

"When kids are diagnosed with cancer and are required to undergo prolonged treatment, their childhoods are effectively put on hold. Every child deserves the opportunity to live life to the fullest, and camp is an invaluable means of doing so," said Eric Christophersen, president of the Northwestern Mutual Foundation. "The Northwestern Mutual Foundation is proud to provide opportunities like Campout on the Field that give families the chance to make more memories and help these kids be kids again."

Camp is a critically important childhood experience, but that it is not a feasible reality for every child. To bring the fun and feeling of camping out to children who are unable to travel due to health status, the Northwestern Mutual Foundation will deliver $50,000 in grant awards to help create a hands-on camp experience for children undergoing inpatient treatment in select hospitals across the U.S. Now through July 23, people can send indoor camp experiences to these kids by visiting www.nmcampvote.com and voting for a venue where they would like to campout. Northwestern Mutual will give a grant and indoor experience for every 25,000 votes cast.

Northwestern Mutual launched its Childhood Cancer Program in 2012 to find cures, provide family and patient support and aid those who struggle with the long-term effects of treatment. The program has contributed more than $17 million with the help of its employees and financial advisors nationwide, funding more than 200,000 hours of research. The program also leverages nonprofit partners, including camps and retreats, to help more kids and families live to the fullest.

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 more than 160 years. Through a distinctive, whole-picture planning approach, we empower our clients to make the most of every single day and plan for important moments in their future. We combine the expertise of our financial professionals with a personalized digital experience to help our clients navigate their financial lives every day. With $265.0 billion in assets, $28.1 billion in revenues, and more than $1.8 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.5 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 manages more than $125 billion of client assets through its wealth management 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 2018.

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

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

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