Northwestern Mutual's Ultimate Campout Fighting Childhood Cancer Unites Families Nationwide

Company and Green Bay Packers provided children and families affected by childhood cancer with a camp retreat
NFL legend Donald Driver helped create unforgettable Titletown experience

MILWAUKEE, July 2, 2019 /PRNewswire/ -- Northwestern Mutual, through its Foundation's Childhood Cancer Program, is committed to providing patient and family support and helping those affected by the disease rediscover hope and community. In support of this effort, the company hosted its annual Ultimate Campout Fighting Childhood Cancer, a unique overnight campout retreat where children and families gathered to share experiences and make unforgettable memories.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8460851-northwestern-mutual-ultimate-campout-fighting-childhood-cancer/

At the event, hosted in partnership with the Green Bay Packers, hundreds of children and families from across the nation affected by childhood cancer came together on June 28-29, 2019 to experience a rare opportunity to campout at Titletown, which neighbors the historic Lambeau Field in Green Bay, WI. The camp retreat gave attendees the chance to connect and build a community with others facing similar obstacles, as well as offer a carefree experience filled with recreation and joy. Donald Driver, Green Bay Packers all-time leading receiver, was in attendance to welcome families and lead activities.

"When a child is battling cancer, the illness tends to put a hold on normal experiences like going to camp," said Eric Christophersen, president, Northwestern Mutual Foundation. "Our Foundation's Ultimate Campout Fighting Childhood Cancer helps those battling the disease rediscover the joys of childhood and reminds them what being a kid is all about. Those who joined us were able to leave behind the illness, hospitals and doctor visits and just have fun."

A variety of activities and recreational experiences were available during the two-day event, including arts and crafts, outdoor games, a tour of the iconic Lambeau Field and an evening outdoor movie screening. Packers Alumni Hall-of-Famer Donald Driver led the families in memorable and fun conditioning drills and talking about the famous "Lambeau Leap." The Northwestern Mutual Foundation also presented a $15,000 check to The Vince Lombardi Cancer Foundation Starr Children's Fund in honor of Bart Starr's life. This famous #15 will be remembered for his dedication to the community and his legacy as a Packers player, coach and alumnus. Learn more about the event at http://foundation.northwesternmutual.com/camp/ or by searching #ultimatecampout.

Launched in 2012, Northwestern Mutual's Childhood Cancer Program is committed to finding cures, providing family and patient support and aiding those who struggle with the long-term effects of treatment. With the help of employees and financial advisors nationwide, the program has contributed more than $20 million which includes funding over 240,000 hours of research to accelerate the search for pediatric cancer cures. Learn more at http://foundation.northwesternmutual.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 $353 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, personalized planning approach, Northwestern Mutual combines the expertise of its financial advisors with a digital experience to help its clients navigate their financial lives every day. With $272.2 billion in assets, $28.5 billion in revenues, and $1.8 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.5 million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. The company manages $128 billion of investments owned by its clients and held or managed through its wealth management and investment services businesses. Northwestern Mutual ranks 111 on the 2019 FORTUNE 500 and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2019.

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