

# Northwestern Mutual commemorates children and families affected by childhood cancer with inaugural proclamation for Childhood Cancer Awareness Month

*Mayor Cavalier Johnson declares Sept. 4 as "goldeNMoments Day" in the city of Milwaukee*

MILWAUKEE, Sept. 4, 2024 /PRNewswire/ -- Receiving a cancer diagnosis is unimaginable, but a reality for more than 1,000 children a day worldwide. To shine a light on the stories of resilience, breakthroughs in research, and survivorship, Northwestern Mutual, a leading financial services company, is joined by Mayor Cavalier Johnson, to declare Sept. 4 as "goldeNMoments Day" in Milwaukee. This momentous day coincides with Childhood Cancer Awareness Month.

"For the last 12 years, we have made it our mission to accelerate the search for better treatments and cures and provide resources to families affected by childhood cancer," said Steve Radke, president, Northwestern Mutual Foundation. "While we remain steadfast in our efforts, we're honored to also champion the milestones that are lighting the way to brighter futures and bigger research breakthroughs."

Northwestern Mutual, through its Foundation, continues to reaffirm its dedication to the childhood cancer cause through annual investments, partnerships and activations, raising more than \$3.6 million in 2024.

## Investing in research

The Northwestern Mutual Foundation has funded more than 700,000 hours of research through [Alex's Lemonade Stand Foundation](#) (ALSF) and contributed more than \$60 million to the cause overall. Grants are provided each year to support new and future researchers participating in programs like the [Pediatric Oncology Student Training \(POST\)](#) and [Young Investigators](#).

## Partnering with local teams

As part of a larger partnership with the Milwaukee Brewers™, Northwestern Mutual will host Childhood Cancer Awareness weekend at American Family Field™ as the Brewers™ host Colorado Sept. 6-8, where the Milwaukee Brewers and Brewers Community Foundation will donate \$1 for every ticket sold to Alex's Lemonade Stand Foundation (ALSF). The weekend will be filled with unique in-game activations and fundraising opportunities such as the ability for fans to round-up their purchases at concessions and retail, interactive concourse games, and a donation-based meet-and-greet with a Brewers alum. In addition, 50/50 Raffle proceeds from the weekend will be donated to ALSF. For every Brewers RBI this season, a donation will be made to ALSF to support childhood cancer research. As of today, the Brewers have almost 650 RBIs, generating 3,250 research hours.

## Lessening the financial burden for families

This year, 25 childhood cancer survivors and 25 childhood cancer siblings were awarded college scholarships, totaling \$500,000 as part of the Childhood Cancer Scholarship Program. The program has awarded over 260 scholarships to date, totaling \$1.7 million.

"We are honored to lift up the myriad of goldeNMoments that these investments make possible, said Radke. "Whether it is breakthrough research, scholarships, or attending a Brewers baseball game and just be a kid for the day, these moments are changing lives."

To learn more about the company's commitment to childhood cancer, visit the Northwestern Mutual Foundation's website [here](#).

## About Northwestern Mutual

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<sup>1</sup> Includes investments and separate account assets of Northwestern Mutual as well as retail investment client assets held or managed by Northwestern Mutual.

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<https://news.northwesternmutual.com/2024-09-04-Northwestern-Mutual-commemorates-children-and-families-affected-by-childhood-cancer-with-inaugural-proclamation-for-Childhood-Cancer-Awareness-Month>