Northwestern Mutual Announces "My Time to Plan" Content Series to Initiate Better Conversations About Money

Series highlights the often surprising and deeply personal world of money and finances among professional athletes, with the first two episodes featuring Brice Turang and Sal Frelick of the Milwaukee Brewers™

Series launches during Financial Planning month to shine a light on the importance of financial planning in professional sports

MILWAUKEE, Oct. 16, 2024 /PRNewswire/ -- Northwestern Mutual, a leading financial services company, announced today the launch of the company's digital series "My Time to Plan" highlighting the often surprising and deeply personal world of money and finances among professional athletes.

"Now, more than before, players are retiring early, which leaves a lot of life to live," said Brice Turang, Milwaukee Brewers™ second baseman. "When you get drafted at 18 years old, you don't really know the value of money. I took that as a learning opportunity to understand the effort that's needed to make sure my money is working the right way. I'm taking steps to ensure that when I retire from baseball that I have financial stability and security."

Turang is featured in one of the series' initial episodes, as is teammate Sal Frelick, with each showcasing their respective personal journeys, and when they determined it was their time to financially plan to better reach their personal dreams and goals. With October being National Financial Planning Month, this series comes at a perfect time for players as they reflect on their legacies both on and off the field.

"Having conversations about money is so important. It's something I wish I thought about even sooner, which is why I was happy to partner with Northwestern Mutual to be a part of the 'My Time to Plan' series," said Sal Frelick, Milwaukee Brewers™ outfielder. "I hope this inspires others to look at the financial plan they have in place or take action by speaking with a financial advisor to create one focused on their goals."

As a leading financial services company, Northwestern Mutual's mission is to relieve Americans of financial anxiety through a comprehensive approach to financial planning anchored in better conversations with advisors. These conversations often reveal the opportunities and blind spots that sometimes go overlooked, whether athletes or otherwise.

"We saw a real opportunity to showcase that those starting out in their career are in need of a plan to help them achieve their goals in life without financial anxiety," said Lynn Teo, chief marketing officer, Northwestern Mutual. "The 'My Time to Plan' series offers a fresh approach to normalize conversations about money with two of the team's star players, as a natural extension of our larger partnership with the Milwaukee Brewers."

The content series is an extension of the 167-year-old company's newly released integrated marketing campaign, "A Better Way to Money," which speaks to how its comprehensive approach[1] to financial planning is anchored in better conversations with Northwestern Mutual's 7.5K+ advisors and representatives.

To view the "My Time To Plan" series, visit youtube.com/northwesternmutual and to start your own financial plan, visit northwesternmutual.com.

About Northwestern Mutual
Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With over $627 billion of total assets[2] being managed across the company's institutional portfolio as well as retail investment client portfolios, more than $36 billion in revenues, and $2.3 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 110 on the 2024 FORTUNE 500 and was recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2024.

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. Subsidiaries include Northwestern Mutual Investment Services, LLC (NMIS) (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (investment advisory and services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance). Not all Northwestern Mutual representatives are advisors. Only those representatives with "Advisor" in their title or who otherwise disclose their status as an advisor of NMWMC are credentialed as NMWMC representatives to provide investment advisory services.

[1] Combining permanent life insurance, investments, and income annuities.

[2] 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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