# Themint.org Makes Financial Literacy Fun

MILKWAUKEE, April 10, 2012 /PRNewswire/ -- April is Financial Literacy Month, a perfect time for parents, children and educators to have fun learning important life skills about money matters. To mark the occasion, the Northwestern Mutual Foundation's financial literacy website themint.org has unveiled new resources and engaging educational tools, along with an updated look and site navigation.

(Logo: http://photos.prnewswire.com/prnh/20120207/CG48663LOGO)

Endorsed by the American Library Association as a Great Web Site for Kids, themint.org is designed to help improve the financial literacy of children and tweens by providing games, activities and information, meaningful content for parents, and classroom tools and resources for teachers.

The enhanced site provides updated content for Kids, Parents, Tweens and Teachers on topics ranging from the basics of earning, saving, spending and giving to more sophisticated, age-appropriate, financial lessons. Parents can easily access a series of articles on timely topics, including 'how to' advice and practical pointers for talking to their children about money. In addition, the site offers resources for the classroom, which are optimized for interactive use on classroom smart boards. Teachers can also download a variety of lesson plan materials.

"Themint.org provides actionable content to help kids establish the building blocks of financial know-how that can enable them to become financially responsible adults," says John Kordsmeier, president of the Northwestern Mutual Foundation. "We're proud to offer this valuable resource and hope it plays a role in helping families achieve financial security over time."

Themint.org also conducts quarterly online polls of visitors to the site. The polls generate engaging conversation by posing thought-provoking questions for parents and kids to discuss. The site includes a full archive of past polls.

**About the Northwestern Mutual Foundation**
The mission of the Northwestern Mutual Foundation – the largest corporate foundation in the state of Wisconsin – is to build strong, vibrant communities that serve as a legacy to future generations. The Foundation's giving is designed to create an impact on the communities where the company's employees and financial representatives live and work. In fiscal year 2012, the Foundation will contribute $16.7 million to nonprofit organizations across the country.

**About Northwestern Mutual**
The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual) – among the "World's Most Admired" life insurance companies in 2012 according to FORTUNE® magazine – has helped clients achieve financial security for more than 155 years. As a mutual company with $1.2 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; and Northwestern Long Term Care Insurance Company; and Russell Investments. More information can be found at northwesternmutual.com.

SOURCE Northwestern Mutual Foundation

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