Northwestern Mutual Foundation Announces Grants to Promote Healthy Habits

(January 17, 2011 – Milwaukee, WI) The Northwestern Mutual Foundation – the largest corporate giver in the state of Wisconsin – is announcing $780,000 in grants to help 13 nonprofits that promote wellness education and family involvement. The grants build upon the Foundation's ongoing efforts to "Secure Future Generations" and prevent diseases by encouraging healthy habits.

Eligible programs include best-in-class initiatives that promote healthy eating habits, foster active lifestyles or influence kids to avoid drugs, alcohol and tobacco.

"If we can persuade kids to eat healthier, get active and avoid drinking and drugs, we'll lay the groundwork for healthier generations in the long-term," said Deanna Tillisch, Northwestern Mutual Foundation vice president. "That's why we're so passionate about supporting some of the best nonprofits that teach kids healthy habits early on."

One initiative benefitting from a Northwestern Mutual Foundation grant is the Family Powered Play at the Park program of the YMCA of Metropolitan Milwaukee and Milwaukee County Parks, designed to get families outdoors to enjoy community parks. The Play at the Park program will encourage the community to come out and be active at eight parks throughout Milwaukee during the summer of 2011. At each park, YMCA staff will facilitate games and other activities for kids and their parents to encourage families to be active. Healthy food choices and overall fitness will be promoted at each event. The program is designed to inject energy and excitement into community parks while creating a fun, active experience for the entire family.

"The best way to make Milwaukee families active is to make healthy living easy and entertaining," said Donna Bembenek, senior vice president, Marketing and Fund Development, YMCA of Metropolitan Milwaukee. "By planning events in Milwaukee's excellent neighborhood parks, we'll show Milwaukeeans just how simple it is to get fit and have fun."

Other organizations receiving a Northwestern Mutual Foundation grant include:

Organization	Program
Action for Healthy Kids	Adopt-a-School
American Lung Association	ALVI's Awesome Lung Adventures and TATU
Big Brothers, Big Sisters	Project REACH
Children's Hospital and Health System	Healthy Children, Healthy Neighborhoods
Children's Hospital Foundation (Kosair – Louisville)	Steps for Fun
Common Threads	Cooking Skills and World Cuisine
Growing Power, Inc.	Growing Power Youth Corps
IMPACT	PEERS with IMPACT
Neighborhood House of Milwaukee	HUGS: Help Us Grow Strong
Our Next Generation	Healthy Now Project
Sajai Foundation	Learning to be Healthy After School
YMCA of the USA	Play Every Day Outdoors

About the Northwestern Mutual Foundation
The mission of the Northwestern Mutual Foundation 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 2010, the Foundation contributed more than $15 million to nonprofit organizations across the country.

About Northwestern Mutual
The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual) – theindustry leader in total individual life insurance, long-term care insurance, and disability insurance dividends paid to participating policyowners – has helped clients achieve financial security for more than 150 years. Though dividends are not guaranteed, are reviewed annually and are subject to change, the company has paid life insurance dividends every year since 1872. As a mutual company with over $1.2 trillion of life insurance protection in force, Northwestern Mutual seeks to share its gains with policyowners and deliver consistent and dependable value to clients 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.

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