

Northwestern Mutual Foundation's Click For Kids Campaign Commits to Donating \$200,000 to Nonprofits

MILWAUKEE ([BUSINESS WIRE](#)), April 27, 2011 - The Northwestern Mutual Foundation is launching [Click for Kids](#), a Facebook-driven initiative to provide a total gift of \$200,000 to three nonprofits dedicated to supporting children.

Facebook users are encouraged to visit [Northwestern Mutual's Facebook page](#) and vote for one of three best-in-class nonprofits: Action for Healthy Kids, Easter Seals or Teach For America. For each vote cast, the [Northwestern Mutual Foundation](#) will give \$10 to the selected nonprofit.

"We believe that consumers share our passion for securing future generations for children—and they're looking for simple ways to promote literacy, teach healthy habits and support children with special needs," said Kimberley Goode, president, [Northwestern Mutual Foundation](#). "[Click for Kids](#) is a dynamic combination of social media and philanthropy that underscores the Northwestern Mutual Foundation's commitment to helping children achieve their full potential," Goode added.

Three video shorts highlighting the impact that each nonprofit has had on a child, family or community, are also posted on the Facebook page, helping users choose a preferred organization to support.

All Facebook users have access to the [Click for Kids](#) program and are allotted one vote per user. The program can be accessed through [facebook.com/northwesternmutual](#), [northwesternmutual.com](#), [easterseals.com](#), [actionforhealthykids.org](#) and [teachforamerica.org](#).

In 2011, Northwestern Mutual was named the [World's Most Admired Life Insurance Company](#) according to FORTUNE® magazine, leading its industry in key categories including "Social Responsibility."

Multimedia: Watch *Click for Kids* Videos

[Click for Kids](#) introductory video
[Action for Healthy Kids](#)
[Easter Seals](#)
[Teach For America](#)

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), the "World's Most Admired" life insurance company in 2011 according to FORTUNE® magazine, has helped clients achieve financial security for more than 150 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.