

Northwestern Mutual Foundation Announces Grants to Help Make Milwaukee a Destination

MILWAUKEE ([BUSINESS WIRE](#)), June 15, 2011 - The [Northwestern Mutual Foundation](#) – the largest corporate giver in the state of Wisconsin – is announcing \$450,000 in grants to help seven nonprofit organizations that promote cultural and sports organizations. From after-hours events to hands-on children's activities, these nonprofits are shaping the Milwaukee experience.

"Events and attractions create more than just good memories – they also help to attract and retain businesses and a talented workforce to Milwaukee," said Deanna Tillisch, Northwestern Mutual Foundation vice president. "These kinds of investments help to strengthen our economy by making the Milwaukee area a great place to live, work and play."

Spotlight on MAM After Dark

One initiative benefitting from a [Northwestern Mutual Foundation](#) grant is MAM After Dark, a monthly social art program designed for young adults and held after hours at the Milwaukee Art Museum. Each MAM After Dark event attracts a broad audience of more than 1,200 attendees and exposes new groups to art, including the museum's galleries, special exhibitions and local art by professional, emerging and amateur artists. Partnerships with local universities, artists, performance groups and cultural groups contribute to the dynamic, ever-changing programs that include live music, cultural dance showcases, and hands-on art projects. The goal of MAM After Dark is to create a long-term, personal connection between participants and the Milwaukee Art Museum.

"MAM After Dark provides exceptional opportunities for creative, educational programming in the Milwaukee area, attracting visitors from all over the region, including people from outside of Milwaukee," said Daniel Keegan, director, Milwaukee Art Museum. "The support of the Northwestern Mutual Foundation makes it possible to introduce diverse audiences to new cultures, music, and art forms."

Other nonprofit programs shaping Milwaukee's cultural personality and receiving a [Northwestern Mutual Foundation](#) grant include:

Organization	Program
Brewers Community Foundation	Stealing for Miracles
Marcus Center for the Performing Arts	Destination Marketing Package
Milwaukee Public Museum	Mummies of the World
Milwaukee World Festival, Inc.	Summerfest Children's Zone
Milwaukee Zoological Society	Munchkin Dairy Farm
Schlitz Audubon Nature Center	Making Milwaukee a Green Destination

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 2011, 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 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](#).

