

Northwestern Mutual Launches Shareable Video E-Card Recognizing the Value of Good Parenting

MILWAUKEE ([BUSINESS WIRE](#)), July 22, 2011 - Northwestern Mutual, the “World’s Most Admired” life insurance company in 2011 according to FORTUNE® magazine, launched a [new shareable video e-card](#) today recognizing the role that parents play in providing a solid foundation for their children’s future. The e-card, available on [Northwestern Mutual’s website](#), Facebook page and YouTube, shows the range of influence that parents have on their children’s lives, and how actions today can pay strong dividends tomorrow. The e-card is shareable so viewers can send it to their parents, friends, loved ones and others.

“No one understands the importance of long-term planning better than parents,” said Kimberley Goode, president of the [Northwestern Mutual Foundation](#). “We are delivering a message that recognizes and celebrates the ongoing guidance that’s needed to provide children with a strong foundation for life. We salute parents and all the responsible adults who are playing parenting roles in the lives of our leaders of the future.”

In the e-card, a boy illustrates through a school assignment the many hats that parents wear in their children’s lives. When asked to draw a picture showing what his parents do for their careers, the boy presents his teacher with many pictures – illustrating how his parents take on the role of everything from doctor, banker, weatherman and more in his view. At the end of the e-card, parents are recognized for the continuous strength, flexibility and consistency required to ensure the security and future prospects for children.

Northwestern Mutual provides products that help families plan for their future and meet their long-term needs. Their permanent life insurance provides protection for the entire lifetime in most cases and is a lifelong foundation for managing risk and meeting personal financial goals.

Northwestern Mutual also sponsors [Themint.org](#), which provides tools to help parents as well as educators teach children to manage money wisely and develop good financial habits: the building blocks for a secure future. This site, developed by the [Northwestern Mutual Foundation](#), the charitable arm of Northwestern Mutual, also provides activities, games, challenges, quizzes and tests for students and teens; helpful tips for parents; and programs and lesson plans for teachers to promote financial literacy. It includes information on [how to teach kids financial discipline](#), [how to help your kids financially throughout their lives](#), and more.

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](#).

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