

## September is Life Insurance Awareness Month: Northwestern Mutual Reminds Americans that Life Insurance is the Foundation of Long-Term Financial Security

MILWAUKEE ([BUSINESS WIRE](#)), September 01, 2011 - [Northwestern Mutual](#), the “World’s Most Admired” life insurance company in 2011 according to FORTUNE magazine, continues to witness a [growing appetite for long-term protection](#). In September – Life Insurance Awareness Month – the company reminds Americans that life insurance is an important part of financial security planning.

“Life Insurance Awareness Month is a great reminder for everyone to consider their life insurance needs,” says Dave Simbro, Northwestern Mutual vice president – life products. “Achieving financial security is about much more than accumulating wealth; it’s about accumulating and *protecting* that wealth. Life insurance plays a key role, providing financial protection in case of premature death.”

The company also announced today that it has joined the [LIFE Foundation](#), a nonprofit organization dedicated to helping consumers make smart insurance decisions to safeguard their families’ financial futures. Life Insurance Awareness Month is one of three annual awareness campaigns spearheaded by LIFE.

Northwestern Mutual’s support of LIFE complements its ongoing campaign – [‘A Foundation For Life’](#) – which includes a series of [Client Stories videos](#) on Facebook illustrating how policyowners and beneficiaries have utilized the flexibility and guarantees of permanent life insurance over the course of their lives.

“No one can predict what will happen in the future, but you can manage risk so you’re prepared,” continues Simbro. “Life insurance offers financial protection for you and your loved ones, no matter what happens. We think of it as the foundation of your long-term financial security.”

The first step is [contacting a financial professional](#), who will help evaluate your current situation and determine the right solutions to meet your needs. Everyone should re-evaluate this plan at least once a year, or anytime there is a major life event such as marriage, purchasing a home, having a baby or a significant change in employment.

Los Angeles Lakers’ star Lamar Odom also understands the importance of being prepared, both on and off the basketball court. As national spokesperson for Life Insurance Awareness Month in 2011, Odom is sharing [his story](#) about losing his mother at the age of 12, and how life insurance made it possible for him to stay on the path to success.

### Life insurance in action

As part of Northwestern Mutual’s efforts to educate consumers during Life Insurance Awareness Month, the company has launched the LIFE Foundation’s “Insure Your Love” [picture mosaic app](#) on its Facebook page. Visitors to the page can participate by uploading a photo of something or someone they love, which becomes part of the national mosaic. For every photo uploaded \$1 will be donated to the [Life Lessons Scholarship Fund](#), providing tuition assistance to children who have lost a parent.

The following resources offer a peek into permanent life insurance in action:

Visit the [Build Your Foundation](#) interactive webpage to learn more about how permanent life insurance can be an effective financial vehicle for both protection and accumulation

Read [There’s More to Permanent Life Insurance Than Just The Death Benefit](#) for an overview about living benefits of a permanent policy

[Find a Northwestern Mutual financial representative](#) to discuss your long-term financial goals

### 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](#).

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