Northwestern Mutual Launches NCAA® Bracket Contest for Men's Hockey Championship

Fans can register on Northwestern Mutual's Facebook page for chance at $500 NCAA Shop Gift Card

MILWAUKEE, March 18, 2013 /PRNewswire/ -- For the first time ever, Northwestern Mutual will host a bracket challenge for the Division I Men's Ice Hockey Championship, to help fans follow the action on the ice like never before.

(Logo: http://photos.prnewswire.com/prnh/20130206/CG55426LOGO)

"There is a passion for ice hockey that runs deep in many of the communities we serve," said Conrad York, vice president of marketing at Northwestern Mutual. "Our hope is that our on-going series of bracket challenges provide more ways for avid sports fans to enjoy college tournaments."

Beginning today, fans may visit Northwestern Mutual on Facebook and register for the contest. The bracket will go live next Monday, March 25, at which time fans may select who they think will skate to the NCAA Frozen Four® and emerge victorious. The deadline for entry is Thursday, March 28, at 12:00 p.m. CDT.

A Grand Prize winner will be randomly selected from among the four highest bracket point totals and will win a $500 gift card to the NCAA Shop, while one additional randomly selected participant will receive a $100 gift card to the NCAA Shop.

"I had the opportunity to play in this tournament myself, so I'm really excited to be involved again, this time through Northwestern Mutual," said Bill Watson, managing director at Northwestern Mutual in Duluth and 1985 Hobey Baker Memorial Award winner. "Many of us in the Northwestern Mutual Family played NCAA sports, and we feel these bracket contests are a great way to connect with a fan base that's as loyal and passionate as we are."

In November 2012, Northwestern Mutual announced a series of NCAA bracket contests on Facebook beginning with women's volleyball and continuing into 2013 with men's ice hockey in April, men's lacrosse and softball in May, baseball in June, and women's soccer and women's volleyball in the fall. Northwestern Mutual is an Official Corporate Partner of the NCAA, with exclusivity in the life insurance, wealth management and retirement planning service categories.

About Northwestern Mutual

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern mutual is among the "World's Most Admired" life insurance companies in 2013 according to FORTUNE® magazine and has helped clients achieve financial security for more than 155 years.

As a mutual company with $1.4 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; Northwestern Long Term Care Insurance Company; and Russell Investments.

NCAA is a trademark of the National Collegiate Athletic Association.

SOURCE Northwestern Mutual

For further information: Jennifer Ryan, 1-800-323-7033, mediarelations@northwesternmutual.com

---