Northwestern Mutual Launches NCAA® College World Series® Bracket Contest for Baseball

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

MILWAUKEE, June 12, 2013 /PRNewswire/ -- Today, Northwestern Mutual will provide fans with another opportunity to join the excitement of college sports like never before – this time with the launch of its NCAA Men's College World Series bracket challenge for baseball.

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

"Baseball has always been America's favorite pastime, so we're thrilled to bring even more enjoyment to a sport with such a rich history," said Conrad York, vice president of marketing at Northwestern Mutual. "We look forward to uniting some of the most passionate fans in the country, across many of the communities that Northwestern Mutual serves."

Beginning today, fans may visit Northwestern Mutual on Facebook, register for the contest and select who they think will take on the competition and emerge victorious. The deadline for entry is Saturday, June 15, at 2:00 p.m. CT.

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.

Since November 2012, Northwestern Mutual has hosted a series of NCAA bracket contests on Facebook that kicked off with women's volleyball, followed by men's ice hockey in April. In May and June, the company focused on spring championships with men's lacrosse and women's softball brackets. 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 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 156 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 is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability income 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.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

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