

## TheMintGrad.Org Changes the Game This Valentine's Day with Online Greetings for Millennials

MILWAUKEE, Feb. 6, 2014 /PRNewswire/ -- February is known as the month for declarations of love, and according to Northwestern Mutual, the romance should extend to one's wallet as well. Beginning today, visitors will be able to access online greetings, easily shareable via social media from TheMintGrad.org, a website developed by Northwestern Mutual to empower Millennials on their mission towards financial independence.

To view the multimedia assets associated with this release, please click:<http://www.multivu.com/mnr/59544-northwestern-mutual-themintgrad-org-valentine-s-day-online-greetings>

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

Playing on TheMintGrad's commitment to encourage **FLC™--financial loving care**--these messages are designed to be universally applicable and shared among romantic partners, friends and family members. Make it happen at the MintGrad.

"It is never too early for young people to develop financially savvy habits that can help lead them to financial independence and ultimately a secure financial future," says Bill Taylor, vice president of financial planning at Northwestern Mutual. "And what better way to start the conversation than with a clever e-card because it might as well be fun too."

Consider this: Millennials' spending power is steadily increasing into the trillions, topping their parents' generation. This financial power creates great opportunity, but it also comes with its share of challenges as well. The most educated generation in history faces a distinctively challenging job market, along with trillions in collective tuition and credit card debt.

**TheMintGrad.org**, a website geared toward guiding young Millennials through the challenges of financial independence, is user-friendly and interactive. The content, developed by leading financial gurus and Northwestern Mutual experts, covers a broad spectrum of **career** and **lifestyle planning** topics in addition to financial **goal-setting**.

"This journey toward financial independence is unique for everyone- there's no one-size-fits-all solution and the sooner you get started the better. Getting money smart now will make your long-term goals that much more attainable," Taylor added.

### 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 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](#).

SOURCE Northwestern Mutual

For further information: Jean Towell, 1-800-323-7033, [mediarelations@northwesternmutual.com](mailto:mediarelations@northwesternmutual.com), <http://www.northwesternmutualnews.com>

---

<https://news.northwesternmutual.com/news-releases?item=122771>