Northwestern Mutual and Brewers Community Foundation team up for another season of Stolen Bases, Happy Faces

Each stolen base helps The Ronald McDonald House provide for those fighting childhood cancer

MILWAUKEE, March 31, 2014 /PRNewswire/ -- One in 330 children will be diagnosed with some form of cancer by the time they are 20-years-old[i]. Because treatment plans differ for each of the many forms of the disease, families often have to travel to seek the best care for their child. The costs associated with accommodations, hospitalizations, medication and therapies add up quickly and can be overwhelming for those already battling tough circumstances.

To help alleviate the economic burden, Northwestern Mutual, through its Foundation, is partnering with the Brewers Community Foundation for the *Stolen Bases, Happy Faces* campaign. Throughout the 2014 major league baseball season, every Milwaukee Brewers stolen base at Miller Park will result in a $1,000 donation to Ronald McDonald House Charities Eastern Wisconsin. The promotion is part of Northwestern Mutual's Childhood Cancer Program, and will support expanding housing and services for children and families fighting childhood cancer and other serious illnesses.

"When battling a disease like pediatric cancer, families shouldn't have to worry about where they'll live during treatment," said John Kordsmeier, president, Northwestern Mutual Foundation. "Along with Brewers Community Foundation, we are proud to be able to help The Ronald McDonald House offer families a home away from home while seeking treatment at some of the best hospitals in the world, including one right here in our community."

This is the fourth year that Northwestern Mutual and Brewers Community Foundation have collaborated on a stolen base program. To date, Northwestern Mutual has donated more than $200,000 to the Brewers Community Foundation to focus on youth and their families.

"When we all play on the same team, everyone wins," said Cecelia Gore, executive director, Brewers Community Foundation. "We are thrilled to team up with Northwestern Mutual and Ronald McDonald Charities to help defeat cancer one stolen base at a time."

Two-year-old Emily, who has been battling cancer since she was nine months old, will be featured in signage and game day programs throughout the campaign. During the course of Emily's treatment, the Ronald McDonald House provided a long-term suite that enabled the family to stay together. The nonprofit also offered them the opportunity to participate in fun activities throughout Milwaukee, such as attending Brewers games, which turned Emily into a huge fan.

Proceeds from this campaign directly benefit the Ronald McDonald House in Wauwatosa, which has served more than 35,000 families like Emily's since opening in 1984. It currently has full occupancy with 38 guest rooms—often with a wait list of anywhere from five to 20 families each day.

"The Ronald McDonald House has been at full capacity for the past four years, having to turn away nearly 900 families in 2013 alone due to space constraints," said Ann Petrie, CEO, Ronald McDonald House Charities Eastern Wisconsin. "We're currently working on an extensive expansion plan, and the funds received from the *Stolen Bases, Happy Faces* campaign will greatly help us in our efforts to double the amount of rooms we have available and provide updated facilities for our guests."

About Northwestern Mutual Foundation
The mission of the Northwestern Mutual Foundation is to improve the lives of children and families in need. The Foundation has given more than $250 million since its inception in 1992 and is designed to create lasting impact in the communities where the company's employees and financial representatives live and work. We accomplish this by combining financial support, volunteerism, thought leadership and convening community partners to deliver the best outcomes. Our efforts are focused nationally on curing childhood cancer, and locally on education, neighborhoods and making our hometown of Milwaukee a great destination.

About Northwestern Mutual
Northwestern Mutual has helped clients achieve financial security for 157 years. As a mutual company with $1.5 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 Brewers Community Foundation
Brewers Community Foundation harnesses the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in Greater Milwaukee and Wisconsin. Funding efforts support nonprofits that provide quality programming in the areas of health, education, recreation and basic needs.

About RMHC Eastern Wisconsin
Ronald McDonald House Charities of Eastern Wisconsin, Inc. is dedicated to easing the burden of families whose lives have been disrupted as a result of their child's illness or injury. We provide a "home away from home" and caring outreach initiatives. More than 35,000 families from 568 Wisconsin communities, 48 states and 26 foreign countries have stayed at the Ronald McDonald House since it opened its doors in 1984. The Ronald McDonald House mission is supported by more than 500 volunteers. Become a part of our virtual community through Facebook (https://www.facebook.com/RonaldMcDonaldHouse), Twitter (https://twitter.com/RMHCMKE) or our new blog "Love Notes" (http://rmhcmilwaukee.org/news/).

[i] http://www.alexslemonade.org/files/down/cancer_facts.pdf

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