

Northwestern Mutual Employees Ready Local Children for the School Year

Local elementary students to receive stuffed backpacks amidst school kick-off in September

MILWAUKEE, August 18, 2014 – Northwestern Mutual employees donated over 750 backpacks during the company's 11th Annual Backpack Drive which was held July 28 – Aug 14. The backpacks were donated to the AIDS Resource Center of Wisconsin, Gwen T. Jackson Elementary School and Bruce Guadalupe Community School for children in need who will benefit from stuffed backpacks this upcoming academic year.

The company's employee resource groups – African-American, Hispanic, LGBT, Military Veterans and Women -- joined forces to promote in this year's company-wide backpack drive, by almost quadrupling their efforts from last year's 200+ backpacks donated. Needed school supplies including scientific calculators, rulers, binders, notebooks, crayons and other school supplies were stuffed inside backpacks which were collected at the main entrance of every Northwestern Mutual building for 13 consecutive days.

"Partnering with Northwestern Mutual has brought a different outlook to our students. A view into professionalism with work values which may be different from the work ethic they are used to seeing" said Santiago Navarro, principal at Bruce Guadalupe Community School. "Opportunities like after-school reading programs with NM employees and this backpack drive are ways which encourage children to want to reach that level of professionalism by looking up to those professionals who are helping kids along the way."

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