Northwestern Mutual, Presenting Sponsor Of The Rose Bowl Game®, Announces Floats Celebrating Greatness And Inspiring Potential In 126th Rose Parade®

*(*** View our float designs ***)*

MILWAUKEE, Dec. 4, 2014 /PRNewswire/ -- Northwestern Mutual, presenting sponsor of the Rose Bowl Game, today announced it will stage two floats in the legendary Tournament of Roses ® Rose Parade Jan. 1 in Pasadena - the first time in Rose Parade history that a presenting sponsor of the game is also featured in the parade.

In keeping with this year's parade theme of "Inspiring Stories," Northwestern Mutual will dedicate one float, "Celebrating Greatness," to the "Granddaddy of Them All ®," the famed Rose Bowl Game. The second float, "Inspiring Potential," showcases shared values of Northwestern Mutual and the National Collegiate Athletic Association (NCAA ®) in helping others reach their full potential. Both floats are being created in partnership with Fiesta Parade Floats.

"Northwestern Mutual is a company with a strong tradition and storied history, and we are rooted in many of the same values as the Tournament of Roses and NCAA - teamwork, planning, strength, honor and discipline," said Conrad York, vice president of marketing at Northwestern Mutual. "As a company that believes in inspiring others to reach their full potential, it's only fitting that we embrace this year's parade theme of 'Inspiring Stories.' We are proud to be the presenting sponsor of the Rose Bowl Game and to bring our shared values to life with these two dynamic parade floats."

Celebrating Greatness

The "Celebrating Greatness" float pays tribute to the 101st Rose Bowl Game presented by Northwestern Mutual by highlighting the unforgettable moments that happen on the game's biggest stage. The float will pay homage to the rich history of the game while also providing an exciting glimpse of the game's future with Northwestern Mutual as part of the inaugural year of the College Football Playoffs.

Inspiring Potential

The "Inspiring Potential" float showcases how current NCAA student-athletes embody Northwestern Mutual's core values of hard work, discipline, teamwork and planning. Northwestern Mutual, in partnership with the National Association of Collegiate Directors of Athletics (NACDA), selected six current NCAA student-athletes from Universities across the U.S. to feature on the float. Each student-athlete will also receive a $5,000 scholarship from Northwestern Mutual for sharing their own inspiring stories of perseverance and commitment.

"NACDA is honored to partner with Northwestern Mutual on this year's 'Inspiring Potential' Rose Bowl Parade float," said Bob Vecchione, executive director at NACDA. "This is a unique opportunity for NACDA to assist Northwestern Mutual in providing a platform to showcase NCAA student-athletes."

In addition to the six student-athletes, the float will feature three professionals who have proven how their former student-athlete NCAA experience has led them to successful careers beyond sports.

"We are thrilled that Northwestern Mutual is bringing not one, but two outstanding floats to the Rose Parade," said Rich Chinen, president of the Tournament of Roses. "The ideas of 'Inspiring Potential' and 'Celebrating Greatness' wonderfully demonstrate this year's parade theme of Inspiring Stories. We hope parade viewers will enjoy this narrative brought to life."

2015 marks Northwestern Mutual's inaugural year as Presenting Sponsor of the Rose Bowl Game. This sponsorship will extend through 2020, with the Rose Bowl Game serving as host of the College Football Playoff Semifinal both in 2015 and in 2018. In years when the Rose Bowl Game does not host a Playoff Semifinal, the game will feature its traditional match-up between the top teams in the Big Ten and Pac-12 that are not competing in a semifinal.

For more information, visit www.northwesternmutual.com/rosebowl.

About Northwestern Mutual

Northwestern Mutual has been helping families and businesses achieve financial security for nearly 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With more than $217 billion in assets, $26 billion in revenues and more than $1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.2 million

people who rely on us for insurance and investment solutions, including life, disability and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services.

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 comprehensive 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 460,000 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. NCAA is a trademark of the National Collegiate Athletic Association.

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