Northwestern Mutual 127th Rose Parade® Float “Dancing into Adventure” Awarded Past Presidents Award

MILWAUKEE, January 1, 2016 – Northwestern Mutual’s “Dancing into Adventure” float today was awarded the Past Presidents Award at the 127th Rose Parade® presented by Honda in Pasadena, CA. The award recognizes the most creative design and use of both floral and non-floral materials.

“Dancing into Adventure,” built by Fiesta Parade Floats, draws attention to the fight against childhood cancer by showcasing the greatest adventure and dream of Peyton Richardson, a 13-year-old aspiring ballerina from Sugar Land, Texas, who is in treatment for leukemia.

Peyton’s dream is to travel the world to see the performances from the world’s most distinguished ballet companies and receive a dance lesson with their principal dancers. Northwestern Mutual brought her dream to life through an extraordinary display of floral art and grandeur inspired by Tchaikovsky’s ballet, Swan Lake.

“We’re proud to receive this recognition, but we’re even more honored to help make Peyton’s dream a reality. She is a true inspiration, and sharing stories like hers can have a signifcant impact in bringing attention to the fight against childhood cancer,” said Conrad York, vice president of marketing for Northwestern Mutual.

Childhood Cancer is Northwestern Mutual’s signature philanthropic cause. Since 2012, the company has funded nearly 65,000 hours of research to help find treatments and cures for childhood cancer. The Northwestern Mutual Foundation, in partnership with the company’s financial representatives and employees nationwide, has collectively contributed $8 million for the cause.

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 $230 billion in assets, $27 billion in revenues, nearly $90 billion in assets under management in our investment products and services, and more than $1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to 4.3 million people who rely on us for insurance and investment solutions, including life, disability income and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services. Northwestern Mutual is recognized by FORTUNE magazine as one of the “World’s Most Admired” life insurance companies in 2015.

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; and Northwestern Long Term Care Insurance Company.

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 $290 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.

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