

New Northwestern Mutual Grants Promote Healthy Habits in 2012

MILWAUKEE, Feb. 7, 2012 /PRNewswire/ -- Area families will have opportunities to strengthen their bodies and minds due to new support from Northwestern Mutual. Through its [Foundation](#), Northwestern Mutual is announcing more than \$660,000 in grants to strengthen nine nonprofits that promote family involvement in wellness education.

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"Instilling healthy habits in children and their families is a powerful way for Northwestern Mutual to leave a legacy to future generations," said John Kordsmeier, president, Northwestern Mutual Foundation. "These best-in-class nonprofits have the strong wellness programs, leaders and goals necessary to make an enduring impact."

Spotlight on The YMCA of Metropolitan Milwaukee

One recipient of a [Northwestern Mutual](#) healthy habits grant is The YMCA of Metropolitan Milwaukee. The organization will allocate grant funds to support its [Play in the Parks – A Passport to Play](#) program, an initiative designed to encourage the development of family playtime and foster good health through physical activity. The Play in the Parks program, which was introduced last year, is a free program that encourages families to get moving and enjoy an evening of games and activities during the warm weather months.

The Northwestern Mutual grant will enable the program to continue for a second year.

"Healthy habits can help to solve so many societal issues – childhood diabetes and hypertension to name a few," said Donna Bembenek, senior vice president, philanthropy and communication strategy, The YMCA of Metropolitan Milwaukee. "The Play in the Parks program makes it easy and entertaining for kids to get outside, get active and live healthier."

Organizations receiving a [Northwestern Mutual](#) healthy habits grant include:

Organization	Program
Action for Healthy Kids	The Learning Connection
American Lung Association of Wisconsin	Youth and Lung Health – Proactive Protection
Big Brothers Big Sisters of Metropolitan Milwaukee	Project REACH
Children's Hospital and Health System	Healthy Neighbors, Healthy Neighborhoods
Education Foundation of Harris County	On the CASE: Healthy Living
The Medical College of Wisconsin	Family Health Through Worksite Wellness
Neighborhood House of Milwaukee	HUGS: Help Us Grow Strong
The YMCA of Metropolitan Milwaukee	Play in the Parks – A Passport to Play
The YMCA of the USA	Play Every Day Outdoors – Phase II

About the Northwestern Mutual Foundation

The mission of the Northwestern Mutual Foundation – the largest corporate giver in the state of Wisconsin – is to build strong, vibrant communities that serve as a legacy to future generations. The Foundation's giving is designed to create an impact on the communities where the company's employees and financial representatives live and work. In fiscal year 2012, the Foundation contributed \$16.7 million to nonprofit organizations across the country.

About Northwestern Mutual

The [Northwestern Mutual Life Insurance Company](#) – Milwaukee, WI (Northwestern Mutual) – "World's Most Admired" life insurance company in 2011 according to FORTUNE® magazine, has helped clients achieve

financial security for more than 150 years. As a mutual company with \$1.2 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 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; and Northwestern Long Term Care Insurance Company; and [Russell Investments](#).

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