

# Northwestern Mutual Foundation Announces Partnership with American Red Cross

Financial commitment of \$500,000 contributes to Disaster Responder Program

MILWAUKEE, July 5, 2012 /PRNewswire/ -- Northwestern Mutual, through its Foundation, announced today a two-year commitment to the American Red Cross' Disaster Responder Program, which funds immediate response and long-term recovery efforts following major disasters. The foundation's contribution to the fund is \$500,000 over the course of two years and can be immediately dispersed during disaster efforts.

(Logo: <http://photos.prnewswire.com/prnh/20120126/CG42140LOGO>)

In addition, as part of the agreement with the American Red Cross, Northwestern Mutual can activate a microsite to enable its 5,000 employees and 16,000 field force members to pledge personal donations to major disasters. A microsite is being launched to designate support to those affected by the wildfires in Colorado, including some Northwestern Mutual clients and financial representatives living in the Colorado Springs area.

"Northwestern Mutual is honored to partner with the American Red Cross, which has supported people through unexpected life circumstances for more than 100 years," said John Kordsmeier, president, Northwestern Mutual Foundation. "And, that's what makes this a great partnership -- for more than 155 years Northwestern Mutual has been protecting families from unexpected financial risks and getting them through times of recovery."

"I am thrilled that Northwestern Mutual is partnering with the American Red Cross as a Disaster Responder member," said Patty Flowers, Regional CEO of the American Red Cross of Eastern Wisconsin. "Their partnership ensures that we are there immediately following a disaster and using our resources most efficiently to help anyone in need."

## About the Northwestern Mutual Foundation

The mission of the Northwestern Mutual Foundation – the largest corporate foundation 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 will contribute \$16.7 million to nonprofit organizations across the country.

## About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI ([Northwestern Mutual](#)) – among the "World's Most Admired" life insurance companies in 2012 according to FORTUNE® magazine – has helped clients achieve financial security for more than 155 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](#).

## About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies more than 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or join our blog at <http://blog.redcross.org>.

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