

Northwestern Mutual Foundation's Click For Kids Campaign Voting Ends August 15

MILWAUKEE ([BUSINESS WIRE](#)), July 19, 2011 - The Northwestern Mutual Foundation's [Click for Kids](#) campaign, a Facebook-driven initiative that will provide a total gift of \$200,000 to three nonprofits dedicated to supporting children, will soon close so that donations are distributed in time for kids going back to school. The Foundation urges Facebook users and communities to rally support and vote before the campaign ends on August 15 at 11:59 pm CT.

Participants can visit [Northwestern Mutual's Facebook page](#) and vote for one of three best-in-class nonprofits: *Action for Healthy Kids*, *Easter Seals* or *Teach For America*. For each vote cast, the [Northwestern Mutual Foundation](#) will give \$10 to the selected nonprofit. The funds do not come directly from consumers' pockets.

The campaign, launched on April 27, has generated nearly \$100,000 for *Action for Healthy Kids*, *Easter Seals* and *Teach For America*, through online votes cast at Northwestern Mutual's Facebook page.

"Facebook users have one month left to join thousands of advocates who already cast votes to improve literacy rates, teach healthy habits and support children with special needs," said Kimberley Goode, president, [Northwestern Mutual Foundation](#). "Through *Click for Kids*, we want to make our efforts to secure future generations easy and exciting to get involved in."

Three video shorts highlighting the impact that each nonprofit has had on a child, family or community are also posted on the Facebook page, helping users choose a preferred organization to support.

All Facebook users have access to the [Click for Kids](#) program and are allotted one vote per user. The program can be accessed through facebook.com/northwesternmutual.

In 2011, Northwestern Mutual was named the [World's Most Admired Life Insurance Company](#) according to FORTUNE® magazine, leading its industry in key categories including "Social Responsibility."

Multimedia: Watch Click for Kids Videos

- Click for Kids introductory video <http://www.youtube.com/watch?v=J01Hr2fJG4>
- Action for Healthy Kids <http://www.youtube.com/watch?v=dYI7qwBbuJI>
- Easter Seals <http://www.youtube.com/watch?v=oKgu3pqem3o>
- Teach For America <http://www.youtube.com/watch?v=XNNcf1dcvKM>

About the Northwestern Mutual Foundation

The mission of the [Northwestern Mutual Foundation](#) 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 2011, the Foundation contributed more than \$16 million to nonprofit organizations across the country.

About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual), the "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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6797561&lang=en>

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