

Northwestern Mutual Wins 2014 Corporate Citizenship Film Festival Award

Los Angeles, CA - On Monday evening at the 2014 International Corporate Citizenship Conference, Northwestern Mutual was announced as the winner of Boston College's 6th Annual Corporate Citizenship Film Festival.

Northwestern Mutual's winning video, "[The Domino Effect of Childhood Cancer](#)," was created to increase awareness about childhood cancer and the company's commitment to the cause. In partnership with Alex's Lemonade Stand Foundation and Starlight Children's Foundation, the Northwestern Mutual Foundation's Childhood Cancer Program funds childhood cancer research and provides support to families fighting this disease. The "domino effect" addressed in the video looks at how a cancer diagnosis affects not only the patient, but family and friends as well.

"We are humbled to accept this award on behalf of Northwestern Mutual's financial representatives and employees who are committed to helping families impacted by childhood cancer," said John Kordsmeier, president of the Northwestern Mutual Foundation. "Their passion and tireless efforts have supported more than 2,400 children and families, and funded nearly 23,500 research hours toward finding life-saving cures. Together, we are raising awareness and decreasing the devastating financial and emotional costs of the disease for families in communities across the country."

Entries in this year's Center for Corporate Citizenship competition, sponsored by The Travelers Companies, Inc., provided examples of how companies use video as an effective vehicle to tell their corporate citizenship stories to internal and external audiences. Videos covered a wide range of subjects, depicting the corporate citizenship efforts of companies to address issues such as STEM education, protecting the environment, volunteerism, child obesity, hunger, disaster response, and more.

The 2014 Film Festival field featured 66 video entries that garnered more than 60,000 votes on the Center's web site. Public voting narrowed the field from to 10 finalists: CSX Transportation, Dow Chemical Company, GlaxoSmithKline, Health Care Service Corporation, Honeywell International, Humana, LoyaltyOne, Mary Kay Inc., Northwestern Mutual, and Thermo Fisher Scientific. A panel of five judges chose the winning video based on such criteria as creative technique, production values, and the video's overall story and impact.

To view all the video entries, go to <http://ccc.bc.edu/FilmFestival2014>.

About Northwestern Mutual

Northwestern Mutual has helped clients achieve financial security for 157 years. As a mutual company with \$1.5 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 is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a holistic 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.

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