

Contact:  
Kathleen Dohearty  
414-459-3946 or  
kdohearty@branigan.biz

FOR IMMEDIATE RELEASE

**The Northwestern Mutual Foundation's *Click for Kids* Campaign Donates \$10 Per Vote to Action for Healthy Kids, Other Nonprofits**

***Foundation launches \$200,000 Facebook giving campaign to help secure future generations***

MILWAUKEE – April 27, 2011 – The Northwestern Mutual Foundation is launching *Click for Kids*, a Facebook-driven initiative to provide three best-in-class nonprofits dedicated to supporting children with a total gift of \$200,000.

Facebook users are encouraged to visit Northwestern Mutual's Facebook page and vote for 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.

"We believe that thousands of Facebook users share our passion for securing future generations for children – and they're looking for simple ways to promote literacy, teach healthy habits and support children with special needs," said Kimberley Goode, president, Northwestern Mutual Foundation. "*Click for Kids* is a dynamic combination of social media and philanthropy that underscores the Northwestern Mutual Foundation's commitment to helping children achieve their full potential," Goode added.

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.

"We're grateful to the Northwestern Mutual Foundation for their commitment to securing opportunities for children to develop healthy, lifelong habits," said Rob Bisceglie, executive director, Action for Healthy Kids. "Click for Kids is great way for our existing and new Facebook followers to take an active role in supporting our mission helping kids develop the tools they need to make good choices and stay active," said Bisceglie.

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](http://facebook.com/northwesternmutual), [northwesternmutual.com](http://northwesternmutual.com), [actionforhealthykids.org](http://actionforhealthykids.org), [easterseals.com](http://easterseals.com) and [teachforamerica.org](http://teachforamerica.org).

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=J01Hr2fFJG4>
- Action for Healthy Kids <http://www.youtube.com/watch?v=dYl7qwBbuJI>
- Easter Seals <http://www.youtube.com/watch?v=oKgu3pqem3o>
- Teach For America <http://www.youtube.com/watch?v=XNNcf1dcvKM>

**About Action for Healthy Kids**

Action for Healthy Kids is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by working with schools to improve nutrition and physical activity to help our kids learn to eat right, be active every day and be ready to learn. They provide expertise, volunteers, programs and resources nationwide through a unique collaboration of 20,000 members and growing – professionals, parents, educators, community volunteers, business leaders and students – in partnership with leading professional associations, organizations, government agencies and corporations. For more information, visit [www.actionforhealthykids.org](http://www.actionforhealthykids.org).

**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. Over the past decade, the Foundation has donated \$170 million to nonprofits across the country.

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