



Alex's Lemonade Stand Foundation Honors Childhood Cancer Hero Families at a Family Festival at the National Constitution Center

Alex's Lemonade Stand Foundation (ALSF), a nonprofit dedicated to finding cures for all kids with cancer, has teamed up with the National Constitution Center and Northwestern Mutual to host a Spring Family Festival in the heart of Old City Philadelphia. The lemonade stand-themed festival will take place on **Saturday, April 15 from 9:30 AM – 5 PM at the National Constitution Center.**

Inside the National Constitution Center, Alex's Lemonade Stand Foundation will be kicking-off their summer events season with a wide array of kid-friendly and lemonade stand-themed activities! Throughout the day, Childhood Cancer Hero Families who dedicate their time to ALSF will be honored. Featured speakers include Liz Scott, co-executive director of ALSF/ Alex's mom, and local Childhood Cancer Heroes.

Outdoor festivities include colonial-era games, live music and family-friendly activities, as well as delicious food, water ice, and of course, lemonade. Admission for kids 18 and under is free. Adult admission is \$14.50, with 50 percent of proceeds being donated to ALSF. This event is generously underwritten by Northwestern Mutual.

**WHAT: ALEX'S LEMONADE STAND FOUNDATION FAMILY FESTIVAL
PRESENTED BY NORTHWESTERN MUTUAL**

**WHEN: SATURDAY, APRIL 15, 2017
9:30 AM – 5 PM**

**WHERE: NATIONAL CONSTITUTION CENTER
525 ARCH STREET
PHILADELPHIA, PA 19106**

About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$140 million toward fulfilling Alex's dream of finding a cure, funding over 690 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit AlexsLemonade.org.

About the National Constitution Center

The [National Constitution Center](#) in Philadelphia inspires citizenship as the only place where people across America and around the world can come together to learn about, debate, and celebrate the greatest vision of human freedom in history, the U.S. Constitution. A private, nonprofit organization, the Center serves as America's leading platform for constitutional education and debate, fulfilling its Congressional charter "to disseminate information about the U.S. Constitution on a nonpartisan basis." As the **Museum of We the People**, the Center brings the Constitution to life for visitors of all ages through interactive programs and exhibits. As **America's Town Hall**, the Center brings the leading conservative and liberal thought leaders together to debate the Constitution on all media platforms. As a center for **Civic Education**, the Center delivers the best educational programs and online resources that inspire, excite, and engage citizens about the U.S. Constitution. For more information, call 215-409-6700 or visit constitutioncenter.org.

About Northwestern Mutual Foundation

The mission of the Northwestern Mutual Foundation is to improve the lives of children and families in need. The Foundation has given more than \$300 million since its inception in 1992 and is designed to create lasting impact in the communities where the company's employees and financial representatives live and work. We accomplish this by combining financial support, volunteerism, thought leadership and convening community partners to deliver the best outcomes. Our efforts are focused nationally on curing childhood cancer, and locally on education, neighborhoods and making our hometown of Milwaukee a great destination.

About Northwestern Mutual

[Northwestern Mutual](#) has been helping families and businesses achieve financial security for 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution.

With \$250.4 billion in assets, \$28.2 billion in revenues, and more than \$1.6 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.4 million people who rely on us for insurance and investment solutions, including life, disability income and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services. Northwestern Mutual ranks 100 on the 2016 FORTUNE 500, and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2016.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, life insurance with long-term care benefits, investment products, and advisory products and services. Subsidiaries include **Northwestern Mutual Investment Services, LLC (NMIS)** (securities), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company (NMWMC) (fiduciary and fee-based financial planning services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance).

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