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Marketo Inspires Student Success Through Second-Annual Global Volunteer Month

Month of service mobilizes nearly 1,000 employees worldwide on a mission to support education and career pathways for underserved students

SAN MATEO, Calif., July 18, 2016 /PRNewswire/ -- Marketo, Inc., today announced the launch of its second-annual Global Volunteer Month, four weeks of service dedicated to supporting the education pathways of under-resourced and lower-income students. Employees across nine of Marketo's global markets will work together on a variety of projects designed to propel young minds on their journeys toward college and career success.



"Marketo believes that getting involved in education is critical to empowering students to succeed. This is why our employees donated nearly 1,700 hours to their local communities in the past year," said **Phil Fernandez, chairman and CEO of Marketo**. "It is immensely gratifying to see Marketo employees around the world help young minds take the next step in their education and ultimately their careers."

This year's program emphasizes skills-based activities, tapping into the knowledge of Marketo staff in addition to their time and energy for hands-on school rebuilding projects. From offices in Atlanta, Dublin, Ireland, Portland, Ore., company headquarters in San Mateo, Calif., Sydney, Tokyo, and in satellite locations around the world, employees will participate in activities such as:

- | Leading skills-based workshops around STEM, resume-building, and marketing
- | Collecting books to stock local school libraries and support early literacy programs
- | Participating in creating science and school readiness kits on-site in Marketo offices worldwide
- | Facilitating career shadows for high school and college students at company headquarters

"It's critical that our students are exposed to a full range of educational and career experiences early on," said Yongjun (YJ) Heo, advising manager, College Track. "The opportunity to partner with Marketo and connect our students directly with their employees is tremendously impactful in setting today's youth up for future success."

Marketo's [inaugural Global Volunteer Month](#) in 2015 kicked off a full year of service for employees around the world. It is a central part of [Marketo Engaged](#), the social good program Marketo announced in May 2016 that focuses on empowering underserved students on their journeys to and through college. Marketo Engaged spans five core focus areas, from supporting first-generation college students to creating custom content to educate learners at all levels.

To learn more about how Marketo supports its local communities around the world through Marketo Engaged, visit <https://www.marketo.com/company/>.

About Marketo

Marketo (NASDAQ: MKTO) provides the leading engagement marketing software and solutions designed to help marketers

develop long-term relationships with their customers - from acquisition to advocacy. Marketo is built for marketers, by marketers and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®, visit www.marketo.com.

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