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FOR IMMEDIATE RELEASE

Marketini Media Founders Ashley Storck and Sam Leary Introduce President Biden Ahead of His Historic Student Loan Announcement in Madison, WI

MADISON, WISCONSIN, April 8, 2024 — During President Biden's recent visit to Wisconsin, Marketini Media's Co-Founders had the honor of introducing POTUS ahead of his historic announcement expanding student loan relief to millions of Americans. Their speech followed Madison Mayor Satya Rhodes-Conway, U.S. Representative Mark Pocan (WI-02), and Governor Tony Evers.

Both first-generation college students and first-generation small business owners, Storck and Leary shared the powerful impact the Biden Administration's SAVE Plan had on their ability to start and scale a small business in their home state.

"Because of President Biden's commitment to hardworking Americans," Storck said, "the SAVE Plan empowered us to reinvest in our business, hire our first employee, and help promote economic growth throughout the state of Wisconsin."

Thanks to the Income-Driven Repayment (IDR) plan, the Founders saw their required monthly loan payments drop from more than \$700 to \$0 and the interest accrual limited to 0%, allowing them to manage repayments on their own terms and invest more money into their business and workforce.

"President Biden's efforts underscore the fact that investments in education are equally investments in American businesses, the economy, and our collective future," Leary said.

Both born-and-raised Wisconsinites, Ashley (Burlington, WI) and Sam (Kimberly, WI) created Marketini Media—a digital marketing firm based on Madison's near West side—to support businesses and organizations that are headquartered in Wisconsin, particularly those that promote economic, social, and political good across the state. Now in its second year of business, Marketini Media has quickly scaled its services to support teams across 25 Wisconsin counties.

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