

# McCabe to formally launch gov bid Sept. 12

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Mike McCabe, the former executive director of the Wisconsin Democracy Campaign, is set to formally launch his campaign for gov Sept. 12 with an event at the north-central Wisconsin farm where he grew up.

McCabe's backers have been passing out "save the date" flyers for the Sept. 12 launch along with rallies Sept. 21 and Oct. 5 in Milwaukee. They've also sent out a Facebook invite for the Sept. 12 event in Curtiss, which will include a livestream of the announcement, and set up the website <http://www.governorbluejeans.com>. It's a take-off on Blue Jean Nation, the advocacy group McCabe founded.

McCabe confirmed in an interview he will formally enter the race Sept. 12 after receiving "nothing but encouragement and positive feedback" since he first announced he was considering running as a Dem.

"I've just been hearing from people, 'Do this, and we'll do this with you,' so I'm going to go ahead and do it," he said.

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McCabe will join an increasingly crowded Dem field for gov. Those who have formally announced include state schools Superintendent Tony Evers, Milwaukee businessman Andy Gronik and state Rep. Dana Wachs of Eau Claire. Those still considering a bid include former state Rep. Kelda Roys, state Sen. Kathleen Vinehout and others.

See more in Wednesday's [PM Update](#).