

Roys campaign: Kelda Roys files committee enabling future gubernatorial run

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Madison, WI Today, entrepreneur and former State Representative Kelda Roys amended her campaign registration, the first formal step towards a potential run for Governor. Filing the appropriate paperwork with the Ethics Commission allows her to raise and spend funds towards a gubernatorial run.

Since leaving the State Assembly after two terms in 2013, Roys founded and manages a real estate tech company which now serves home buyers and sellers in 41 Wisconsin counties. She previously earned a law degree from the University of Wisconsin, practiced law, and ran a statewide women's health advocacy organization. In recent months, she has been urged to run by a variety of Democratic party, labor, and progressive activists who see Roys as the best chance to beat incumbent Gov. Scott Walker.

"I am grateful for the encouragement I've received from all corners of the state," said Roys. "I've heard from Wisconsinites of every political stripe and every walk of life we are ready for new leadership that puts the needs of families first and focuses on Wisconsin's future."

"Wisconsinites, no matter where we live, have more in common than divisive politicians would have us believe," continued Roys. "It's time for a Governor with a real strategy for growing the economy and creating jobs. As a successful tech entrepreneur and small business owner, I know that real, sustainable economic growth comes from homegrown innovators."

“We deserve a leader with the energy to take on the corrupting influence of money in politics, and the common sense to focus on what matters most—access to health care, affordable childcare and paid family leave, great schools, protecting clean air and water,” said Roys. “As a small business owner, I know what it means to focus on results. As a proven progressive leader, I’ve never been afraid to stand up for what is right. As an advocate and legislator, I’ve delivered results for our citizens. And as a mother, the future of our state has never been more important, or more personal, to me and my family.”

“I am excited to spend the next few weeks traveling around our state to discuss our shared future with my fellow Wisconsinites, and making a final decision about entering the race after the new year.”