

Wachs formally launches gov bid

Posted on Monday, Aug 7, 2017

Dem state Rep. Dana Wachs formally launched his bid for gov today, writing on his website he's running because "I love Wisconsin, and we deserve a government — and a Governor — that matches the optimism and values of our great state."

The Eau Claire attorney was elected to the Assembly in 2012 after three years on the City Council and wrote on his website he's no "career politician."

Wachs' campaign also released a video in which he said, "I'm running for governor because I love this state. I want to level the playing field for everyone that lives here. Together, we can build a state focused on improving the lives of all Wisconsinites, not just the wealthy few."

Wachs, who turns 60 later this month, has been building toward a run for some time. His law firm announced last month it was merging with another, a step many saw as part of freeing him up for a bid.

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The state GOP has already hit Wachs with mailers knocking his background as a trial attorney. Shortly after his announcement, the party announced a digital campaign that will accuse him of exploiting the system. The release said that includes Wachs filing "frivolous lawsuits" to "pad his own pockets" and trying to sue the UW Board of Regents and taxpayers after a UW-Eau Claire student fell from a stool.

"Wisconsinites can't afford to let Wachs take advantage of them like he does everything else," said state GOP spokesman Alec Zimmerman.