

WisDems: Leah Vukmir: Too extreme for Wisconsin digital blitz ads

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MADISON — Today, the Democratic Party of Wisconsin is launching a new, sharply targeted digital ad campaign to communicate directly to Wisconsin voters about Leah Vukmir's real record of Tea Party extremism. Thousands of dollars of ads will be run statewide, beginning today, Friday, September 8, targeting women, parents and middle class voters, highlighting her record of weakening protections for people with pre-existing conditions, tax giveaways for millionaires and billionaires, and her extreme views on women's access to healthcare.

Using demographic, psychographic, behavioral, and geographic information, Wisconsin voters will be shown information about Leah's long history of being out of the mainstream. This ad buy is a sophisticated approach to get the most relevant information to persuadable voting populations earlier than ever before in the cycle.



[Democratic Party WI](#) ✓

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Leah Vukmir supports weakening protections for pre-existing conditions. She's too extreme for Wisconsin. bit.ly/ShesTooExtreme

**LEAH VUKMIR:
TOO
EXTREME FOR
WISCONSIN**



READ FOR BY THE DEMOCRATIC PARTY OF WISCONSIN, MARTHA LANNIG, CHAIR



Democratic Party WI

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Leah Vukmir is anti-choice... in every circumstance. She's too extreme for Wisconsin. bit.ly/ShesTooExtreme



11:17 AM - 8 Sep 2017



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Leah Vukmir has delivered tax breaks for millionaires while you work harder to get ahead. She's too extreme for WI. bit.ly/ShesTooExtreme



11:31 AM - 8 Sep 2017

Democratic Party of Wisconsin Chair Martha Laning commented, "The Democratic Party of Wisconsin is dedicated to helping share information about all candidates, especially when their views are too extreme for Wisconsin voters. Leah Vukmir's record is just too extreme to go ignored: she supports tax breaks for the wealthy, eliminating protections for people with pre-existing conditions and limiting a woman's access to healthcare options. Leah Vukmir is too extreme for Wisconsin."