

AG Brad Schimel launches first digital ad of re-election campaign

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GOP AG Brad Schimel launched the first digital ad of his re-election campaign today, saying in the spot the work on the opioid crisis “isn’t finished.”

Schimel narrates the 30-second ad, which shows a needle and spoon and pills before switching to an empty playground.

He says more than 80 percent of heroin addicts started by becoming addicted to prescription drugs, and 71 percent of the time the drugs came from a family member or a friend, not a doctor or street drug dealer.

“That’s why we’ve prioritized treatment and prevention over the last three years and that’s why the work on the opioid crisis isn’t finished,” Schimel says.

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Final screen reads, “Re-elect Brad Schimel for attorney general.”

Watch the spot:

<https://www.youtube.com/watch?v=JZDZmLqL28E>