

Bolton SuperPAC: The John Bolton superPAC to run TV and radio ads in support of Kevin Nicholson for U.S. Senate

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THE JOHN BOLTON SUPERPAC TO RUN TV AND RADIO ADS IN SUPPORT OF KEVIN NICHOLSON FOR U.S. SENATE (WI)

The \$278,000 ad buy will run in Milwaukee and is part of a larger \$1 million investment by the John Bolton SuperPAC in support of Nicholson

Washington, D.C. - Ambassador John Bolton announced today that the John Bolton SuperPAC will launch a new round of TV and radio ads in support of Kevin Nicholson for U.S. Senate (WI). The ads will run in the Milwaukee area from March 19th to April 2nd. This \$278,000 ad buy plan follows the SuperPAC's successful first round of ads in support of Nicholson, which ran in the Green Bay market in January. This new round of ads is part of a [larger commitment](#) by the John Bolton SuperPAC to invest a total of \$1 million in ads supporting Nicholson in his race to replace Senator Tammy Baldwin.

"Kevin Nicholson is the most qualified candidate to represent Wisconsin in the U.S.

Senate,” said Ambassador Bolton. “He is both a combat veteran and a Harvard graduate, and he brings this wide range of experiences to the table. If elected, I trust that Kevin will make America’s foreign policy goals and national security needs a top priority while serving in Congress. “

The John Bolton SuperPAC previously launched the first phase of its \$1 million ad campaign in support of Kevin Nicholson with ads that ran on television, online, and radio in the Green Bay market from January 4th to January 19th. [Polling](#) revealed that the ads were tremendously successful in raising Nicholson’s profile and favorability among Wisconsin voters; Nicholson experienced a 22-point increase in favorability and a 21-point increase in ballot support. Additional topline poll results can be found [here](#) and [here](#).

This \$278,000 ad buy, and the larger \$1 million commitment, is the first independent expenditure (IE) placed by the John Bolton SuperPAC in the 2018 election cycle. During the 2016 cycle, the John Bolton SuperPAC produced three major IEs for a total of nearly \$5,000,000. In addition to his SuperPAC, the John Bolton PAC has contributed \$10,000 to Nicholson’s campaign.

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About John Bolton SuperPAC (www.boltonsuperpac.com): *The John Bolton SuperPAC aims to make U.S. defense and national security significant factors in federal elections through independent expenditures, campaigns, and issue-oriented education. The SuperPAC does not make contributions to candidates, parties, or PACs.*