

Bryce campaign: Airs second in-district TV ad

Posted on Tuesday, Mar 27, 2018

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RACINE, WI – The Randy Bryce for Congress campaign is airing “Common Bond” a 30 second-TV ad in the Milwaukee and Madison TV markets. In the ad, Bryce, a veteran, looks back on his time in the Army. The campaign is spending approximately \$100,000 to air the ad over the next several weeks. The ad can be viewed [HERE](#). Bryce is running to replace Speaker Paul Ryan as the Congressman for Wisconsin’s First Congressional District.

“Joining the Army was a defining moment in my life,” said Bryce in a statement about the ad. “At a very young age, when I was still a teenager, I saw firsthand how powerful everyday people could be when they come together. Speaker Ryan was very quick to use the Army as a political talking point in all the partisan budget battles he led over the last year, but that’s not what the Army is about. The Army is mostly working class kids who, despite all their differences, come together and swear to protect with their lives the idea that this country was founded on: that this is a nation where everyone belongs, where everyone is welcome, and where everyone can thrive through hard work. Being a part of that community, looking back, it set the course for my entire life. It’s why I found my home in a union, and it’s why I’m fighting so hard now to ensure that my neighbors and my family can still achieve the American Dream.”

Bryce enlisted in the Army shortly after graduating from high school and he was deployed to Honduras during the Cold War as a member of the military police. During his service, Randy earned the Army Achievement Medal and, upon returning home, he worked as an outreach coordinator for homeless veterans. Recently, Randy helped found the Wisconsin Veterans Chamber of Commerce, and he

currently serves as its President, as well as the Chair of the Democratic Party of Wisconsin Veterans Caucus. Bryce has been endorsed by Common Defense and Vote Vets.

This new ad follows the campaign's first sustained in-district ad buy, "[Our Voice](#)," which the campaign spent over \$80,000 to air on cable and broadcast in March.

"Common Bond" Transcript

Randy Bryce: I joined the Army. It was a few months after graduating from high school. I was very proud to be there. When we were there, it was like we were representing our country. Anyone that enlists in the Army has a common bond of wanting to do something good. We all belong to the United States and we want the best for our country. Everybody's your brother, everybody's your sister. That's why we did it, because we care about the country."

About Randy Bryce

Randy Bryce is a U.S. Army veteran, cancer survivor, and union ironworker. He was raised in southeastern Wisconsin, and went to public schools. Randy's father was a police officer, and his mother worked in a doctor's office. After graduation, Randy enlisted in the U.S. Army, and was posted to Honduras, where he earned the Army Achievement Medal. After returning stateside, Randy was diagnosed with cancer, which he survived, but only after struggling through the bankruptcy that came with the medical bills. Once in remission, Randy found his way to an apprenticeship as an iron worker, a trade he's now been practicing and fighting to protect from anti-labor laws for nearly 20 years. Randy currently resides in Caledonia, WI with his son, Ben, who attends public schools like his dad. Randy joined the race for Wisconsin's 1st Congressional District in Summer 2017.