

Bryce campaign: Turns viral video into in-district TV ad

Posted on Monday, Mar 5, 2018

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

For Immediate Release: March 5, 2018

Contact: Lauren Hitt, [443-370-3205](tel:443-370-3205), lauren@randybryceforcongress.com

RACINE, WI - The Randy Bryce for Congress campaign is airing "Our Voice," a 30 second-TV ad, on broadcast and cable in the Milwaukee and Madison TV markets. 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.

"Randy's story connected with working people across the country, and, thanks to their support - \$5, \$10 at a time - we are able to share the online video that launched our campaign on television, directly with the residents of Wisconsin's First," said campaign Communications Director Lauren Hitt.

"Working people deserve a representative in Congress who has shared their experience and who will vote in their family's interest. Not one who spent the last twenty years in D.C., talking with lobbyists and corporate special interests, sacrificing our healthcare and retirement to pay for tax cuts for the wealthy."

"Our Voice" Transcript

Randy Bryce: I've spent my entire life in Southeastern Wisconsin. I've been an ironworker for twenty years, and I earn every penny that I make so that me and my son have insurance. I could do so much more, and I will do so much more taking our voice and what we need to Washington D.C. I'm the best person to represent this District because I'm a working person. I'm Randy Bryce and I approve this message.

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.