

Democratic Governors Association: “Unrig the Map” announces multi- million dollar ad buy in Wisconsin

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DGA’s “Unrig the Map” Announces Multi-Million Dollar Ad Buy in Wisconsin

Wisconsin is a Targeted State for 2018

Today, the Democratic Governors Association announced a multi-million dollar ad buy in Wisconsin as part of the group’s [Unrig the Map](#) program. Last month, Unrig the Map named Wisconsin as one of eight top targets this year.

“Wisconsinites deserve a governor who will grow the economy, protect health care, and stand up to the chaos coming out of Washington, D.C.,” said DGA Executive Director Elisabeth Pearson. **“This ad buy is part of an unprecedented financial investment to redistricting, and marks the next step in the DGA’s aggressive plan to fight back against Republicans around the country. Democrats are on offense this year, and the DGA is fully committed to success in Wisconsin.”**

The DGA's [Unrig the Map](#) project, launched in 2015, is a zero-overhead fund to win targeted gubernatorial races that are key to 2021 redistricting. In 27 of the 36 races in 2018, the governor has veto power and plays a significant role in the redistricting process. Unrig The Map scored a significant victory in November 2017, as Democrats won the battleground of Virginia.

The Wisconsin buy is part of a \$20 million DGA ad buy this week in 4 Unrig the Map target states, including Nevada, Michigan, and Ohio.

Last month, the DGA [announced its initial 8 targets](#) as part of the Unrig The Map project. In addition to Wisconsin, the targets include Nevada, Michigan, Ohio, Maine, Florida, Pennsylvania and Colorado.