

# New Evers TV ad touts middle-class income tax cut proposal

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Dem Tony Evers, who has been hit with series of TV ads from Gov. Scott Walker and his allies accusing him of wanting to raises taxes, released a new spot today touting his middle-class tax cut.

Evers' campaign said the ad will run statewide on broadcast and cable

The spot opens with the narrator saying Evers believes a "strong middle class means a strong Wisconsin."

As gov, the narrator says, Evers would cut state income taxes by 10 percent for anyone making \$100,000 or less. The narrator adds that's "real relief for 80 percent of taxpayers."

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The spot then shows Walker climbing out of a plane and a black SUV as the narrator says the gov has "rewarded his donors and the special interests" for the past eight years.

"Isn't it time the middle class gets a break?" the narrator says to close the spot. "Tony Evers. It's time for a change."

Over the weekend, Evers announced the income tax proposal for individuals making \$100,000 or less and families making up to \$150,000. He would fund it largely through rolling back the manufacturing and agriculture credit to cap it at the first \$300,000 of income for applicants. The campaign didn't provide details on how the tax cut would be implemented, saying Evers would work with the Department of Revenue to find ways to implement the 10 percent tax cut.

Walker and the Republican Governors Association, meanwhile, have been running ads charging Evers wants to raise the income, property and gas taxes, in addition to eliminating the manufacturing and ag credit.