

Roys campaign: Roys hits airwaves with TV and digital ad campaign focused on choice

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MADISON, WI — Tomorrow, Democratic gubernatorial candidate Kelda Roys will be launching her advertising campaign with a video highlighting her fight for choice and commitment to move Wisconsin forward.

Roys' TV and digital buy marks her campaign's first major investment in paid media this cycle. The 30 second TV spot [can be viewed here](#) and the 15 second digital spot [can be viewed here](#). A transcript of the ads has been provided below.

"Right now, Wisconsinites are facing a serious threat to our right to choose," said Roys. "Our governor cannot just passively support choice, she needs a proven track record of fighting for it. She must be a champion for women's health. I have that record, and as governor, I will be your champion."

The latest Marquette poll found that Wisconsin is still a strongly pro-choice state, with 63% of Wisconsinites supporting legal abortion in all or most cases. While overwhelming numbers of Democrats and Independents support the right to choose, even 46% of Republicans support choose in all or most cases.

Tell Them transcript (TV):

Kelda: Just when you think it can't get any worse, it does.

In Wisconsin, abortion is still a crime. And I can't believe that I'm having to fight the same fights that my grandmother fought.

You know, as a parent, I think about my daughters. I tell my girls, we can't look backwards. We have to move forward. We have to build the future that we want.

I'm Kelda Roys. As your governor, I'll lead Wisconsin forward from day one.

Tell Them transcript (Digital):

Kelda: In Wisconsin, abortion is still a crime.

You know, as a parent, I think about my daughters and I can't believe I'm having to fight the same fights that my grandmother fought.

But as governor, we need someone who is a champion for women's health.

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Kelda Roys, 39, is a small business owner, attorney, former state representative, and past head of NARAL Pro-Choice Wisconsin who has been standing up for women and families throughout her career. In the Assembly, she stood out as an influential and effective lawmaker, delivering results for working families and helping lead the opposition to Governor Scott Walker's divisive agenda. As a parent and step-parent of four girls, Roys will fight for paid family leave, affordable childcare, great schools, and quality healthcare for all. In a year in which Wisconsin voters are ready for change, Kelda Roys provides the clearest contrast to Scott Walker.