

Walker campaign: Launches statewide digital ad campaign on big government union bosses targeting Wisconsin

Posted on Tuesday, Jan 30, 2018

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[Madison, Wis.] – Gov. Scott Walker’s campaign on Tuesday launched a statewide digital ad campaign featuring the governor discussing the need for Republicans in Wisconsin to unite and defeat the Big Government union bosses once more.

The ad comes on the heels of an announcement that the AFL-CIO, AFSCME and others have teamed up to spend at least \$70 million — \$10 million more than they spent in the presidential election — in a few key states. The ACLU recently announced an effort to spend at least \$25 million, mentioning Governor Walker by name, and the SEIU has also targeted Wisconsin in its \$100 million campaign. Altogether, the Big Government union bosses are on track to have more resources than ever in their mission to defeat Governor Walker.

You can watch the ad, entitled “Union Bosses” [here](#). The ad begins:

The Big Government Union bosses are back. Remember? We took their power away and gave it to the hard-working taxpayers.

Now, we’ve got a bigger fight than ever.

Stand with us and together we will beat them again.

The ad will run on a range of online and social media platforms. It's the second in a series of ads the Walker campaign is running on the governor's record and his plans for more bold reform to keep moving Wisconsin forward.