

Walker campaign: Launches statewide digital ad campaign with focus on education, bold reform

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Governor discusses how balancing state's budget enabled investing more actual dollars than ever before in Wisconsin classrooms

[Madison, Wis.] – Gov. Scott Walker's campaign on Thursday launched a statewide digital ad campaign featuring the governor talking directly with hard-working Wisconsin families about how his bold reforms are moving our state forward. The first in a series, Thursday's ad highlights how balancing the state budget enabled a historic investment in our classrooms – \$200 more per student this year and another \$204 next year.

You can watch the ad, entitled "Record Investments" [here](#). The ad begins:

We made tough choices to balance our budget, and now we're making record investments in our classrooms.

Our reforms saved taxpayers billions. And since then we put more actual dollars into K-12 education than ever before.

We're also trusting parents to choose with more quality choices for education. ACT scores and high school graduation rates are in the top 10.

Now there's more to be done with continued record investments in our classroom – to keep our future bright.

The ad will run on a range of online and social media platforms. It's the first 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.

Paid for by Friends of Scott Walker