

# Walker campaign: Launches Statewide Digital Ad Highlighting Gov. Walker's Commitment to Cutting Taxes

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Contact: Austin Altenburg  
[media@scottwalker.com](mailto:media@scottwalker.com)

*Gov. Walker builds on past success by cutting more taxes, returning money to hard-working families*

[Madison, Wis.] – Gov. Scott Walker's campaign on Tuesday launched a statewide digital ad campaign highlighting the results of Gov. Walker's bold reforms to cut taxes for hard-working families, including bipartisan legislation he'll sign today on Tax Day.

Governor Walker has spent his tenure working to empower taxpayers. The ad highlights how Gov. Walker has lowered taxes across the board for Wisconsin families, including lower property and income taxes, the elimination of an entire tax and cumulative tax cuts of some \$8 billion. Today, Gov. Walker will take his commitment to cutting taxes to the next level by signing his \$100-per-child tax credit and sales tax holiday.

You can watch the ad, entitled "More Money In Your Pocket" [here](#). The ad begins:

*We've cut taxes to put you in charge.*

Now, we're ready to keep moving forward because there's more to be done.

By the end of 2018, our cumulative tax cuts will be some \$8 billion.

Property and income taxes will be lower in 2018 than they were in 2010.

We've even eliminated an entire tax. That's more money in your pocket.

Now we're ready to keep cutting taxes, to ensure a bright future for you and your family.

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