

Walker campaign: Releases statewide TV ad featuring Wisconsin mom saying she can't afford Evers' tax increases

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Contact: Austin Altenburg
media@scottwalker.com

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Ad shows how Tony Evers' plans to raise property, income, and gas taxes would take Wisconsin backward and hurt Wisconsin families

[Madison, Wis.] – Today, the Walker campaign launched a new TV ad featuring Erin, a Wisconsin mom, talking about how Tony Evers' plan to raise the gas tax by as much as \$1 per gallon – on top of hiking property and income taxes – would hurt her family and take Wisconsin backward.

While Scott Walker's bold leadership put our state on the right track and will keep Wisconsin working for generations to come, Tony Evers is offering no leadership – just empty promises and higher taxes that Erin says families like hers can't afford. In fact, his plan could add a burden of up to \$1,200 per year for a Wisconsin family with two drivers. In contrast to Tony Evers' reckless plan to raise taxes on Wisconsin families, Scott Walker has delivered over \$8 billion in tax relief while investing record actual-dollar amounts in our priorities. Now, he has a bold agenda to continue reducing the tax burden on Wisconsin families and keep Wisconsin working for generations to come.

You can watch the ad featuring Erin's story, entitled "Tony Evers' Higher Taxes" [here](#). You can find more details on Tony Evers plan to raise taxes on hard-working families [here](#).

Erin: *Like a lot of families it seems like we're always juggling to make it all work.*

When I'm not working with my husband at our automotive shop, I'm driving the kids around. School. 4-H. Theater practice. Sports.

So when gas prices go up, we really feel it.

You know what bothers me about Tony Evers?

He's going to raise the gas tax by up to a dollar a gallon. And he'll raise income and property taxes too.

Our family can't afford Tony Evers' higher taxes. We really can't.

The spot will run on television as well as on a range of online and social media platforms. It follows recent ads highlighting how [Evers would increase a wide variety of taxes](#) and take Wisconsin backward, in contrast to Scott Walker's plans to keep Wisconsin moving forward with more of the [reforms that helped spark our state's comeback](#).