

Walker campaign: Scott Walker lays out record of helping families make ends meet to move Wisconsin forward, not backward

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Ad spotlights governor's record of turning Wisconsin around by holding the line on taxes and helping the economy create jobs, increase wages

[Madison, Wis.] – Scott Walker today unveiled a new TV ad highlighting how he is helping hard-working families make ends meet and moving Wisconsin forward by cutting taxes and freezing tuition instead of taking our state backward with higher income, property, and gas taxes.

Scott Walker is working to help families in Wisconsin make ends meet. Property and income taxes are both lower now than they were in 2010, the governor has frozen UW System tuition for 6 years straight, more people are working this year than ever before, and wages are up in Wisconsin. Scott Walker's bold reforms are moving Wisconsin forward, and we can't afford to raise taxes on hard-working families and take our state backward.

You can watch the ad, entitled "Make Ends Meet" [here](#). You can find more details on why Tony Evers would take Wisconsin backward [here](#). The ad begins:

Gov. Walker: *Hi, I'm Scott Walker.*

We've worked hard to help Wisconsin families make ends meet.

We lowered property taxes, cut income taxes, and froze UW tuition.

Now, wages are up and more people are working this year than ever before.

Unfortunately, Tony Evers wants to raise property taxes.

Raise taxes on farmers.

Even raise the gas tax by as much as a dollar a gallon.

That would be a giant step backwards.

Wisconsin is working. We can't afford to turn back now.

The spot will run on television as well as on a range of online and social media platforms. It is the latest in a series of ads the Walker campaign is running on the governor's strong record of getting positive things done and his plans for more bold reform to keep Wisconsin working for generations to come.

Soon after the Walker campaign began to contrast the governor's record with his opponent's, Evers admitted that he would raise a wide variety of taxes - [including property, income, and gas taxes](#) - while refusing to say by how much and claiming to the people of Wisconsin that the increases will be "reasonable."