

Women praise 'the real' Schimel in AG's latest TV ad

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GOP AG Brad Schimel's latest TV ad features a series of women who praise him, including his wife saying, "We know the real Brad Schimel."

The campaign said the spot is running statewide on cable and broadcast television, as well as online, and it's putting six figures behind the ad.

The spot features a series of women, including GOP state Rep. Cindi Duchow, of Town of Delafield.

The women say they've worked with Schimel, gone to church with him and have "seen him work hard to keep our communities safe."

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Another woman says, "We trust Brad Schimel" as other say he's leading the fight against opioid abuse, catching internet predators "who prey on our kids," eliminated the rape kit backlog and has bipartisan support from across Wisconsin.

"We trust his experience. He gets results," one woman says before the ad shows dozens of women standing with Schimel.

"We're glad Brad Schimel is our attorney general," the women say in unison.