

America First Action PAC: Announces \$7.5M ad buy in battleground states

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America First Action PAC will start a \$7.5 million independent expenditure investment in Pennsylvania, Michigan and Wisconsin taking aim at Joe Biden's disastrous economic policies. The digital, cable, broadcast and mail investment will start airing on June 4, after the Trump Campaign's advertisements come down and continue until July 4th weekend.

America First Action was prepared to start these advertisements today, however, delayed them for a week, after the Trump campaign spending was announced. Our next round of decision making will be made at the end of June.

Targeted Markets:

- Michigan: Traverse City, Flint and Grand Rapids
- Wisconsin: Wausau, La Crosse and Green Bay and Milwaukee
- Pennsylvania: Pittsburgh, Harrisburg, Johnstown, Erie and Wilkes-Barre

"Our first round of spending in these markets targeting Beijing Biden were incredibly effective, driving up Joe Biden's unfavorables past the margin of error in every market we advertised in. Joe Biden's failed proposals - everything from granting China permanent trade relations to voting for NAFTA left the industrial Midwest devastated economically. Voters in these states are coming to realize after 47 years in Washington Joe Biden just doesn't make sense." - Brian O. Walsh, President of America First Action PAC