

American Bridge 21st Century: Launches new ads in \$25 million swing state effort

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'Swing County Project' to Build on Successful Efforts to Weaken Trump's Support, Boost Biden with Key Constituencies in Michigan, Pennsylvania, and Wisconsin

Today, American Bridge 21st Century launched new ads in its multi-million-dollar Swing County Project designed to weaken Donald Trump's support with seniors and the small-town, rural voters necessary to his reelection effort. The \$25 million TV, radio and digital campaign runs through the end of August in Michigan, Pennsylvania, and Wisconsin. The latest TV ads feature a healthcare worker as well as a former Trump voter sharing their stories of how Trump has completely failed the American people on his handling of the coronavirus crisis. A new digital spot, also launching today, slams Trump for taking China's word on coronavirus and being too afraid to take responsibility for botching the response.

"When the coronavirus struck, Donald Trump froze like a deer in the headlights. With the virus resurging, he's too afraid to act," said American Bridge 21st Century President Bradley Beychok. "We're ramping up our efforts in Michigan, Pennsylvania and Wisconsin to reach out to those Trump abandoned in his disastrous pandemic response — seniors, working families, and rural communities. Our strategy is already paying dividends so we're keeping our foot on the gas in order to ensure Joe Biden becomes the next President of the United States."

American Bridge 21st Century's TV buy includes reservations in markets designed to reach the Swing County Project's target voters, including Flint-Saginaw-Bay City, Grand Rapids/Kalamazoo/Battle Creek, Marquette, and Traverse City/Cadillac in Michigan; Erie, Harrisburg/Lancaster, Johnstown/Altoona, Pittsburgh, and Wilkes-

Barre/Scranton in Pennsylvania; Green Bay/Appleton, La Crosse/Eau Claire, and Wausau/Rhineland in Wisconsin.

The digital buy is targeted towards a universe of likely Trump defectors and other persuadable voters in each of the three targeted states.