

# DNC: Launches digital ads highlighting Trump failure on COVID-19

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Ahead of Trump's event in Wisconsin today, the Democratic National Committee is launching Google display ads reaching voters in Western Wisconsin to remind them about Trump's failed response to the coronavirus.

The Google display ads will reach voters in and surrounding Trump's events in West Salem with the message "This Administration Failed Us," and will direct individuals to the DNC's ad "[Infecting Us](#)," which highlights how Trump is holding dangerous campaign rallies that threaten to worsen the spread of coronavirus.

Ahead of the visit, Wisconsin Democrats held a press call with Rep. Jill Billings, La Crosse County Democratic Party Chair Michael Smuksta, and Wisconsin Farmers Union President Darin Von Ruden to highlight the administration's failures on COVID-19, especially as cases across the country continue to spike.

Wisconsin is currently experiencing a spike on positive COVID cases, with over [1,800 total deaths](#) in the state as of Monday. Governor Evers opened [a field hospital](#) earlier this month in the state to handle the influx of new cases.

“The reality of Trump’s record in Wisconsin is unavoidable: spiking COVID cases, manufacturing jobs decimated in a reckless trade war, and now, even during a pandemic, he is continuing to attack Wisconsinites’ health care and protections for people with preexisting conditions,” said DNC Chair Tom Perez. “Nothing Trump will say today changes the fact that Wisconsintes are sick and tired of his incompetence that is threatening their lives and livelihoods. And that’s why Wisconsinites are holding Trump accountable by making their plan to participate in this election and voting him out of office.”

Images of the ads are below:

