

# Kind launches first TV ads of reelection bid

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U.S. Rep. Ron Kind, D-La Crosse, is launching the first two TV ads of his reelection bid, including one that urges people to wear a face covering to beat COVID-19.

The campaign declined to provide details of the buy. But a WisPolitics.com check of online FCC files shows reservations in the La Crosse and Eau Claire markets.

In [one spot](#), Kind appears with his wife Tawni. He says their family and faith will sustain them through the fight against the coronavirus before she adds, “And our family is our community.”

He encourages people to wash their hands a lot, maintain proper distance and wear a face covering.

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“This isn’t a red issue or blue issue. It’s a red, white and blue issue,” Kind says, holding up a flag-themed mask. “By working together we can defeat this virus and merge ever stronger, Wisconsin strong.”

The final shot of the ads shows Kind wearing the American flag-themed mask while his wife wears one with a Green Bay Packers logo as they walk hand-in-hand.

The [second spot](#) calls Kind a sportsman, dad and lifelong Packers fan, showing shots of him in a football uniform and talking with constituents. One man declares, “Ron Kind is Wisconsin” before another adds, “Wisconsin strong.”