

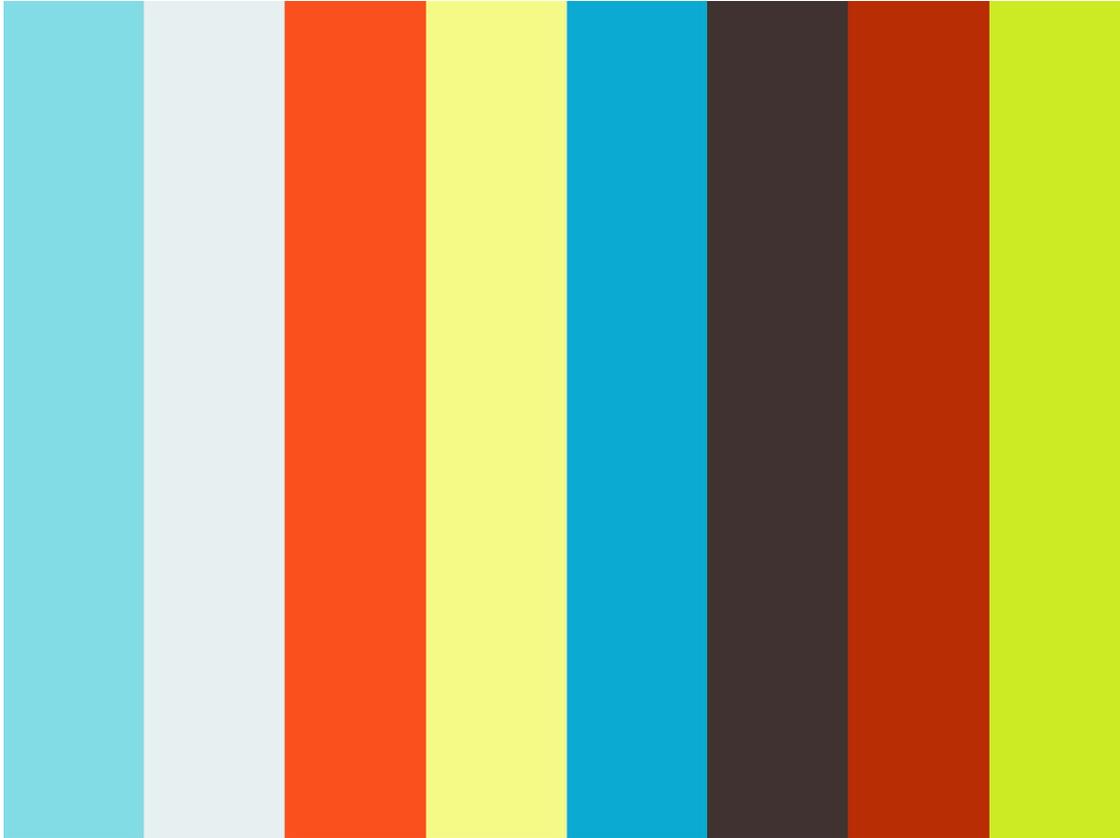
Marsy's Law for Wisconsin: Launches new statewide television ad

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MADISON – Marsy's Law for Wisconsin today announced the launch of a new television ad in the organization's robust statewide campaign ahead of the April 7 vote on the proposed crime victims' constitutional amendment. The new ad launched today in media markets throughout the state, urging viewers to support the proposed amendment commonly known as Marsy's Law for Wisconsin.

The ad features well-known actor and prominent victims' rights advocate Kelsey Grammer. Grammer's father was a victim of homicide at the age of 38. Six years later, his sister, Karen, was brutally raped and murdered. "When my father's killer was released, I found out through the National Enquirer. It seemed like a cruel joke," Grammer says in the ad. "Marsy's Law ensures equal rights to victims and their families to be informed and heard. Please vote for additional rights for crime victims. Vote YES on Marsy's Law."



Today's launch marks the newest piece of a robust campaign aimed at educating voters and urging a yes vote on the proposed amendment. The organization is also running [a statewide radio campaign](#) and variations of digital ads featuring an array of supporters of Marsy's Law for Wisconsin ranging from a bipartisan group of legislators and law enforcement members to crime victims and advocates.

Introduced for second consideration as Assembly Joint Resolution 1/Senate Joint Resolution 2 the bipartisan victims' rights legislation was approved in 2019 for placement on the April 2020 ballot after passing the Wisconsin State Senate and Assembly with overwhelming bipartisan support in two consecutive legislative sessions. The upcoming April 7 vote marks the final step in the approval process for the proposed constitutional amendment.

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