

# Building Back Together ad praises Biden's childcare plan

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Building Back Together, the organization created to support Joe Biden's agenda, is starting a new TV ad in Wisconsin and five other states promoting the president's plans to lower childcare costs.

The group said the ads will run on TV in the La Crosse-Eau Claire market and on digital platforms statewide. It's part of a \$5 million campaign the group began last month. The new ad will also run in Arizona, Georgia, Nevada, New Hampshire and Pennsylvania.

The new ad features a woman identified as Margaret, who the group says is from Wisconsin. She talks about being "so joyful" when she found out she was pregnant, but also was conflicted because she couldn't afford childcare for two kids while remaining a teacher.

She says "something is very wrong" when people are working full-time and can't make ends meet, and Biden understands that.

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"Biden's plans will lower the cost of childcare and make pre-kindergarten programs accessible and free for everybody," she says to close the ad. "It couldn't be more evident. Joe Biden is looking out for everyday Americans."