

DNC: Launches digital homepage takeover of the Wisconsin State Journal to thank Senator Tammy Baldwin for passing the American rescue plan

Posted on Friday, Apr 2, 2021

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The Democratic National Committee today launched a new daylong digital advertising campaign taking over the homepage of the Wisconsin State Journal to thank Wisconsin Senator Tammy Baldwin for delivering needed relief to Americans by passing the American Rescue Plan. The American Rescue Plan, which a bipartisan [majority](#) of Americans support, has already delivered over 100 million direct checks and, weeks ahead of schedule, 100 million vaccine doses in arms.

“There’s one thing Wisconsinites need to know: Help is here,” said DNC Chair Jaime Harrison. “The American Rescue Plan is a historic win for working families in Wisconsin, and it’s already delivering the relief folks desperately need. Thanks to President Biden and Senator Baldwin, we are getting vaccines in arms and money in the pockets of families who need it — but this is just the beginning. Democrats will continue reminding everyone that Republicans like Senator Johnson opposed COVID-19 relief, and that Democrats are focused on delivering millions of additional shots and checks.”

The homepage takeover will place ads on every available area of the Wisconsin State Journal homepage today. The ads thank Wisconsin Senator Baldwin for passing the American Rescue Plan, which will provide 89% of Wisconsin’s adult population and 88% of children, including more than 3.8 million adults and 1.3 million children, with direct payments of up to \$1,400.

Today's homepage takeover is the latest step the DNC has taken to make sure Americans know help is here with President Biden's American Rescue Plan. In March, [a digital billboard](#) and [TV ad](#) went up in Milwaukee, highlighting how President Biden and Wisconsin Democrats have delivered real, tangible results for Wisconsinites and their families by making the American Rescue Plan a reality — no thanks to Senator Ron Johnson.