

# Empower Wisconsin: Releases digital ads hitting Gov. Evers on his failure to ease Wisconsin's worker shortage

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Madison, WI - Today Empower Wisconsin announced the release of two digital ads holding Gov. Tony Evers accountable for worsening Wisconsin's worker shortage crisis. The videos — part of a five-figure ad campaign — feature the stories of Sara, an Oconomowoc business owner, and Luke, the next generation of a century-old cheese maker. Like most businesses in Wisconsin, they are struggling to fill jobs and orders and can't understand why Gov. Evers would extend the \$300 a week unemployment compensation bonus.

"Gov. Evers is paying people to stay at home instead of coming out into the marketplace to grab these really good jobs that are available," Luke says in one ad. "As a result of these increased benefits, we're possibly losing jobs in Wisconsin forever."

At least 25 states have ended the unemployment bonus. Evers not only rejected the pleas of Wisconsin businesses to do the same, he vetoed legislation that would have brought relief.

"We weren't sure we were going to survive COVID, and now that we're back open and we're doing well, I don't know that we can survive because we can't find enough people to want to work," Sara says in the ad.

"It's more salt in the wounds from a governor who has turned his back on Wisconsin small businesses," said Empower Wisconsin spokesman Stephan Thompson. "This governor is clearly out of touch with the hard-working people who are building Wisconsin's economy."

Watch the ads [here](#) and [here](#).

And see more stories of Governor Evers' failed leadership at [FailingWisconsin.com](https://www.failingwisconsin.com).