

# Opportunity Wisconsin: Launches new ad In six-figure campaign

Posted on Monday, Mar 15, 2021

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

**MADISON, Wis.**— As Wisconsinites start to see \$1,400 COVID relief checks in their bank accounts, [Opportunity Wisconsin](#) has launched a new digital ad **[WATCH: “NEWS”]** that holds Senator Ron Johnson accountable for opposing the American Rescue Plan. The new ad is part of [a six-figure digital ad campaign](#) and follows the announcement of Opportunity Wisconsin’s launch of last week’s ad, [“NO.”](#) Last month, Opportunity Wisconsin kicked off [a three-week, \\$1M statewide TV ad campaign](#) featuring Wisconsin residents urging Senator Johnson to stop blocking COVID relief checks for Badger State families and workers.

## **Meghan Roh, Opportunity Wisconsin Program Director:**

*“Over the past few days, Wisconsin residents have started to see immediate relief from the American Rescue Plan – no thanks to Senator Johnson. As the Badger State starts to dig out of the devastation we’ve experienced, we can’t forget who fought for us and who failed us. Senator Johnson stood in the way of Wisconsin’s recovery and we must all hold him accountable for it.”*

## **[“NEWS” Full Script:](#)**

*Have you seen the news?*

*Senator Ron Johnson voted against the \$1,400 COVID relief checks.*

*He voted against the support Wisconsin families need to get through this pandemic. Tell Ron Johnson to stop blocking our recovery.*

[A recent survey from Opportunity Wisconsin and Change Research](#) found broad support from Wisconsinites for the American Rescue Plan, with large bipartisan majorities in favor of many of the bill’s provisions. See highlights from the American Rescue Plan in our breakdown here: [American Rescue Plan: What’s In It For Wisconsin?](#)