

# Opportunity Wisconsin: Seven-figure TV ad campaign features former Hufcor employee calling out U.S. Sen. Johnson for rewarding outsourcing and doubling wealth

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**MADISON, Wis.**—[Opportunity Wisconsin](#) today launched a seven-figure statewide TV ad campaign calling out Senator Ron Johnson for supporting a law that rewards companies for shipping Wisconsin jobs to foreign countries. The new ad, "[Outsourcing](#)," features Kathy, a former Hufcor employee of 36 years whose job was eliminated after the Janesville manufacturing plant announced it would close and send Wisconsin jobs to Mexico. In the ad, Kathy shares how Senator Johnson has personally profited from outsourcing and doubled his wealth since taking office. Opportunity Wisconsin will also be hosting a series of events around the state, discussing Senator Johnson's support for policies that put his profits over Wisconsin jobs.

## [\[WATCH KATHY'S FULL AD\]](#)

*"I have worked at Hufcor for the last 36 years —I gave my life and my body to that place. Ron Johnson pushed through a tax law that rewards outsourcing," [said Kathy in the new ad.](#) "Companies can bring profits back from Mexico tax-free, and worse, Ron Johnson profited personally from outsourcing. He has doubled his wealth since taking office. Tell Ron Johnson to stop putting his profits above our jobs."*

The new ad will run on a combination of broadcast, cable, OTT, and digital in the

Milwaukee, Madison, Green Bay, and Wausau media markets. The ad buy includes a spot during the October 24 Green Bay Packers home game versus the Washington Football Team.

This is the latest in Opportunity Wisconsin's efforts to hold Senator Johnson accountable. In February, Opportunity Wisconsin launched a [\\$1 million TV ad campaign](#) urging Senator Johnson to stop blocking Covid-19 relief checks and in June kicked off a [statewide RV tour](#) highlighting Senator Johnson's vote against the American Rescue Plan.