

# The Wisconsin Initiative: Six-figure ad buy thanks Governor Evers for protecting our freedom to vote

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MADISON, Wis.—Today, [The Wisconsin Initiative](#) launched a new radio (“[Veterans](#),” “[Harder](#),” “[Game](#)” and “[Stand Up](#)”) and [digital](#) campaign to spread awareness about the Wisconsin GOP-led efforts to restrict our freedom to vote and the important action Governor Tony Evers took to protect our freedoms.

Over the past year, there have been increasing attempts to suppress the voices of Wisconsin voters and undermine the integrity of our elections. Earlier this year when the legislature passed a package of voter suppression bills, The Wisconsin Initiative saw this attack as an opportunity to bring awareness to the threats facing our democracy. Starting today, this six-figure campaign will reach Wisconsinites in radio markets in Milwaukee, Madison, Green Bay and Racine through October 18, and digital users in Milwaukee and Madison through October 25.

[“Veterans” full radio script:](#)

*Our veterans. They defended our country and our freedom. They came back from overseas only to find the values they fought for threatened here at home.*

*The threat? Republican legislators are trying to take away our freedom to vote.*

*They want to control who has a say in our democracy and who gets their voice heard at the ballot box.*

*Voting is our right.*

*But some want to make it harder for seniors, our neighbors with disabilities, and even veterans to vote early or vote by mail.*

*Can you imagine that? It's an insult to the men and women who defended our freedom.*

*All because Republicans didn't get their way.*

*But they don't get to decide. We do. And that's why I'm so glad that Governor Tony Evers vetoed bills trying to restrict how we vote, keeping our freedom to vote in our hands.*

*Call Governor Evers at 608-266-1212 and thank him for always standing up for our freedom.*

*Paid for by The Wisconsin Initiative.*

["Harder" full radio script:](#)

*Our veterans. They came back from overseas only to find the values they fought for threatened here at home.*

*Republican legislators want to make it harder for seniors, our neighbors with disabilities, and even veterans to vote early or by mail.*

*But they don't get to decide. We do. And that's why I'm so glad that Governor Tony Evers vetoed bills trying to restrict how we vote, keeping our freedom to vote in our hands.*

*Call Governor Evers at 608-266-1212 and thank him for always standing up for our freedom.*

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["Game" full radio script:](#)

*My grandmother used to say you've got to stand up for yourself and your community.*

*So when I see people trying to mess with our right to vote, I refuse to sit back.*

*Republican legislators are working overtime to make it harder for all of us to vote, trying to restrict early voting and ballot drop boxes.*

*If our votes didn't matter, they wouldn't be trying so hard to keep us from voting.*

*And they're doing anything they can to stay in power to get their way.*

*But we've seen this game before.*

*We know our vote is our power.*

*And we're not going to let them stop us.*

*Governor Tony Evers is standing with us. He vetoed bills trying to restrict how we vote, keeping our freedom to vote in our hands.*

*Call Governor Evers at 608-266-1212 and thank him for standing up for our community.*

*Paid for by The Wisconsin Initiative.*

["Stand Up" full radio script:](#)

*My grandmother used to say you've got to stand up for yourself and your community.*

*But Republican legislators are working to make it harder for all of us to vote, trying to restrict early voting and ballot drop boxes.*

*Governor Tony Evers is standing with us. He vetoed bills trying to restrict how we vote, keeping our freedom to vote in our hands.*

*Call Governor Evers at 608-266-1212 and thank him for standing up for OUR community.*

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