

Barnes campaign: Mandela Barnes in new ad highlights middle class roots, record of delivering for Wisconsin in campaign ad

Posted on Thursday, Jun 9, 2022

>> **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 — Today, Lt. Governor Mandela Barnes, candidate for U.S. Senate, unveiled “Doors,” the second television ad of his campaign. “Doors” is part of a multi-million dollar ad campaign on broadcast, cable, and digital throughout the state.

Mandela Barnes was born and raised in Wisconsin and has spent years connecting with voters across the state as a community organizer, state representative, and as lieutenant governor.

“Doors” highlights Mandela’s record of helping hard-working people across the state as Lt. Governor, his Wisconsin story, and his commitment to working for working people in Washington.

Read a transcript of the ad below.

I love this state.

Knock on any door in any county, you’ll find good-hearted, hard-working folks.

People whose businesses I proudly held as Lt. Governor.

Hard work needs to be respected again with fair wages and opportunities to get ahead.

That's how my parents opened doors for me.

My mom was a teacher and my dad worked third shift.

I'm not one of these millionaires.

I'll work just as hard for you as you work for your family.

I'm Mandela Barnes, and I approve this message.

About Mandela Barnes

Mandela Barnes' story is a Wisconsin story. Born and raised in Milwaukee, Mandela is the proud son of a union household running for the U.S. Senate to give every Wisconsinite a fair shot at the American Dream. From his days as an organizer to his work in the State Assembly and as Wisconsin's first Black Lieutenant Governor, Mandela has consistently put in the work to connect with every community across Wisconsin. When it comes to supporting family farms, Main Streets, workers, and unions across the state, Wisconsinites know they can count on Mandela Barnes to go to bat for them because he understands the challenges they face firsthand. In the Senate, Mandela will fight to bring good-paying jobs back to Wisconsin and to expand opportunities for the middle class.

Mandela is proud to have earned the endorsement of Democratic Party leaders including Senators Elizabeth Warren and Cory Booker, House Majority Whip Jim Clyburn, former NARAL President Ilyse Hogue, and over 130 state and local elected officials in Wisconsin. He has also been endorsed by AFSCME Council 32, labor leaders across Wisconsin, prominent organizations like Indivisible, MoveOn, End Citizens United, and many others.