

# Barnes touts blue-collar roots in TV ad

Posted on Thursday, Jun 9, 2022

Lt. Gov. Mandela Barnes launched a second TV ad in his bid for the U.S. Senate, touting his blue-collar roots.

His campaign said the ad is airing throughout the state on broadcast, cable and digital platforms as part of a multi-million-dollar ad campaign.

Barnes in the ad refers to his wealthy primary opponents. He says Wisconsin is full of hard-working families and that work “needs to be respected again with fair wages and opportunities to get ahead.”

“That’s how my parents opened doors for me,” he says. “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.”

**>> 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.](#)**

See the [release](#).