

Building Back Together ads touts infrastructure bill's lead pipe replacement provisions

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A group created to promote President Biden's agenda is launching a six-figure media buy in Wisconsin to tout provisions in the infrastructure package that will replace lead pipes.

Building Back Together said the buy includes 60- and 30-second TV and digital ads targeting Black and Latino audiences in Wisconsin. The TV spots will run in the Milwaukee market.

The 60-second version of the TV ad features Milwaukee resident Deanna Branch, who says her boys' health "is everything to me" and one has been hospitalized twice with lead poisoning.

She says water was coming into her home through lead pipes, making tasks like cooking, drinking from the tap and brushing your teeth impossible. She then touts the infrastructure law Biden signed, saying it will replace millions of lead pipes, create jobs and ensure other kids won't be affected like her son has.

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"This is real," Branch says to close the spot. "They're really doing something. They're doing it because it's the right thing. We have a president that cares about families like mine, and that's Joe Biden."

The ad campaign is launching as White House Infrastructure Coordinator Mitch Landrieu travels to Milwaukee today for an event put on by the progressive group For Our Future Wisconsin. Today's event with U.S. Rep. Gwen Moore, D-Milwaukee, and Mayor Cavalier Johnson will highlight the infrastructure law, and Branch will

participate as well.