

Cooke in first TV ad touts support for small business, farmers, union workers

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Dem Rebecca Cooke says in the first TV ad of her bid for the 3rd CD that she will be a “champion for small business owners, farmers and union workers.”

The 30-second ad is part of a six-figure buy. The Cooke campaign told WisPolitics.com the ad will run in the La Crosse, Eau Claire and Wausau-Rhineland markets.

In the ad, Cooke touts her rural roots, saying “folks like us just aren’t represented in Washington.”

The ad features Cooke on her family’s farm and displays photos of her with voters.

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“The elites have forgotten about western Wisconsin, leaving working families behind,” Cooke says. “I’m running for Congress because I’m tired of politicians selling us out.”

Cooke is running in the Aug. 9 Dem primary against state Sen. Brad Pfaff, D-Onalaska, former CIA officer and Army Capt. Deb McGrath and La Crosse Ald. Mark Neumann. The winner will face Republican Derrick Van Orden in November.