

Evers Campaign: Announces \$3.5 million television buy and first ad

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MADISON, Wis. — Today, Governor Tony Evers' re-election campaign announced its first television ad of the 2022 cycle as part of an initial \$3.5 million broadcast and cable buy. The campaign's first ad highlights how Gov. Evers has worked to bring people together and do the right thing for Wisconsin, rather than focusing on what divides us. The first 60-second ad will begin airing across the state on Tuesday.

["Governor Tony Evers has a strong record of common sense accomplishments, including cutting income taxes for working families, increasing funding to public schools, fixing thousands of miles of roads and bridges, and supporting small businesses,"](#) said **Tony for Wisconsin Campaign Manager Cassi Fenili**. "We're proud of the governor's record and will continue to run an aggressive campaign that highlights the results he's delivering and his plan for Wisconsin's future."

Watch the ad here and see the transcript below.

Tony for Wisconsin: "Tony"

VO:

We've been through a lot in the last few years.

We've been down.

We've risen.

We've hurt.

We've healed.

And through it all we've not lost our courage or our hope.

And while there's work to do, our Governor is determined to do what's right for us.

Tony Evers invested over a billion dollars to help thousands of small businesses prevent layoffs and create jobs.

To battle rising costs, our Governor worked with Republicans and Democrats to pass middle class income tax relief.

Tony Evers fixed our roads, and our public schools are now in the Top Ten in America.

Today, Wisconsin has one of the lowest unemployment rates in our history, along with billions in budget surplus.

Gov. Evers:

Folks, there's too much division in politics today. That's why I'm focused on bringing people together to get the results that matter.

VO:

Tony Evers. He's doing the right thing for Wisconsin.