

# Evers campaign: Launches new tv ad: “Good Idea”

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MADISON, Wis. — Today, Governor Tony Evers’ re-election campaign is launching its latest television ad of the 2022 cycle as part of its initial [\\$3.5 million broadcast and cable buy](#). “Good Idea” highlights how Gov. Evers has worked with both parties to do the right thing and [cut income taxes](#) for the middle class, [support](#) small businesses, and deliver on his promise to [invest](#) more in our public schools than we have in the past 20 years. Gov. Evers doesn’t care if an idea is a Republican idea or a Democratic idea — he cares that it’s a good idea.



[Watch the ad here](#) and see the transcript below.

## **Tony for Wisconsin: “Good Idea”**

### **Gov. Evers:**

*Folks, I don’t care if an idea is a Republican idea or a Democratic idea. I care that it’s a good idea.*

That’s why I worked with both parties to cut income taxes for the Middle Class.

Together we helped our small businesses; we invested in our public schools more than we have in the past twenty years; and we still have billions in budget surplus.

Politics is too divisive.

I’m focused on doing the right thing and getting results that matter.