

Evers campaign: Launches new TV ad; touts his plan to tackle rising costs

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MADISON, Wis. — Today, Governor Tony Evers' re-election campaign is launching its latest television ad of the 2022 cycle, highlighting his [plan](#) to provide an additional 10% income tax cut to working families, cap the cost of insulin, and aggressively prosecute price gouging.

Gov. Evers knows that working families are the backbone of our state — that's why he is committed to fighting for them and doing the right thing for Wisconsin.

During Gov. Evers' first term, he has fought to help working families keep more of their money by signing a 15% income tax cut for most Wisconsinites, issuing an executive order banning price gouging at the gas pump, and delivering nearly half a billion dollars in tax cuts for small businesses. And it's paying off — Wisconsin has a \$5.4 billion budget surplus and record low unemployment.

View Gov. Evers' plan to tackle rising costs [here](#).



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

Tony for Wisconsin: [“Economy”](#)

By some measures our economy is doing great.

We've reached the lowest unemployment in state history, we have a record budget surplus.

But there's another side too; rising prices for groceries, gas, and medications

Folks, that's a problem.

That's why I have a plan to cap prescription drug prices, aggressively prosecute price gouging and cut taxes by another 10 percent for working families.

It's the right thing to do for Wisconsin and our economy.