

Human Rights Campaign: Endorses Aaron Richardson for Wisconsin treasure and slate of pro-equality champions for the Wisconsin state Legislature

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MADISON, WISCONSIN — Today the Human Rights Campaign PAC (HRC PAC) announced its endorsement of Aaron Richardson for Wisconsin Treasure and a slate of six pro-equality candidates for the Wisconsin State Legislature: Jessica Katzenmeyer (SD-5), Kristin Alfheim (SD-19), Nathan Jorowski (AD-21), Tip McGuire (AD-64), Katrina Shankland (AD-71), and LuAnn Bird (AD-84).

Katzenmeyer is the first transgender woman to advance to the State Senate General election and would make history as the first transgender State Senator in Wisconsin.

HRC PAC is committed to engaging our volunteers, members and supporters to mobilize the nearly 715,000 Equality Voters in Wisconsin in support of pro-equality candidates up and down the ballot. HRC PAC previously endorsed [13 pro-equality candidates](#) running for the Wisconsin State Legislature, Wisconsin Governor [Tony Evers](#) for reelection, Wisconsin Attorney General [Josh Kaul](#) for reelection, and Wisconsin Lt. Gov. [Mandela Barnes](#) for U.S. Senate

Human Rights Campaign Wisconsin State Director Wendy Strout released the following statement:

“Everyone deserves to be treated with dignity and respect. We deserve leaders who will fight for all of us. Instead, power-hungry politicians in Wisconsin and state houses across the country are bullying LGBTQ+ children, terrorizing our families, and taking away our freedom to access abortion and reproductive health services. The Human Rights Campaign is proud to endorse Wisconsin Treasurer candidate Aaron Richardson – who had a strong pro-equality record as Mayor of Fitchburg – and this slate of impressive pro-equality legislative candidates in Wisconsin. We look forward to working alongside them to create a more equal, welcoming state for everyone.”

Wisconsin Treasurer Candidate Aaron Richardson released the following statement:

“I am truly honored to have earned the trust and support of the Human Rights Campaign in this race to be the next Wisconsin State Treasurer. As mayor, and throughout my life, I have always been an advocate and a voice for equality, justice, and the protection of our civil rights. As State Treasurer, I will continue to work to end discrimination against the LGBTQ community.”

HRC's Commitment to Wisconsin

Equality Voters, including the nearly 715,000 in Wisconsin, are a voting bloc of demographically and geographically diverse Americans who are united by the advancement of LGBTQ+ equality. Equality Voters are younger, more racially diverse, and more female than the general electorate, they recognize and trust the HRC brand, and they are more likely to identify with issue-specific organizations than candidates or political parties.

HRC has had staff and resources on the ground in Wisconsin since 2017. Across the country, HRC PAC works every day to elect pro-equality leaders who support policies that will support the rights and lives of LGBTQ+ people. During the 2020 election cycle, HRC staff on the ground recruited 5,800 individual volunteers nationwide who completed 28,500 hours of voter contact in more than 2,650 volunteer events. HRC engaged in robust digital and online GOTV efforts, including

sending over 2.7 million person-to-person text messages, a massive increase from 2018 when approximately 500,000 texts were sent. HRC sent over 2.5 million mail pieces, had over 930,000 phone conversations with voters, and engaged more than 200,000 voters through HRC's voter dashboard at hrc.org/vote.