

McGrath skydives in 3rd CD ad

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Dem 3rd CD candidate Deb McGrath released a new digital ad showing the Dem leaping out of a plane, saying she's running for Congress because of the "sky-high cost of everything."

McGrath is vying for the seat currently held by retiring U.S. Rep. Ron Kind, D-La Crosse. The ad, which references McGrath's drills in airborne school as a junior army officer, will later air on TV as part of a six-figure buy.

In the ad, McGrath says someday when her grandkids ask what she used to do, she will say she was the only woman in her Army jump school.

"The guys thought I'd chicken out. I was first out the door," McGrath says in a voiceover as a video shows her jumping out of the plane.

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"After serving as an Army officer and in the CIA, I'm running for Congress because of the sky-high cost of everything," McGrath says. "Wisconsin needs a representative who thinks for herself, works with both parties and fights for women's rights. I approve this message, because sometimes it takes a mom to get things done."

McGrath is running in an Aug. 9 primary against fellow Dems including: Sen. Brad Pfaff, D-Onalaska; Eau Claire businesswoman Rebecca Cooke; and La Crosse Ald. Mark Neumann. Republican Derrick Van Orden is running for the seat a second time after a failed bid against Kind in 2020.