

# Michels releases pair of biographical ads

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GOP gubernatorial candidate Tim Michels has launched a pair of 30-second ads touting the construction exec as a caring dad, philanthropist and compassionate boss.

The Michels campaign declined to provide details on the latest ads. According to AdImpact, Michels put down nearly \$1.2 million on paid media for the week that ends today. For the upcoming week, he had \$952,000 reserved.

One spot features Michels' daughter, Sophie. The ad airing in the Milwaukee market tells viewers she was diagnosed with brain cancer at 11 and Sophie says her dad "dove in head first." She says the Army veteran was "Dr. Dad," who paid close attention to treatments and "decided he was going to help bring that to other people."

Text on the screen shows Michels' donation to the Medical College of Wisconsin was the largest in history.

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"Not only did he help me through this time, but he's doing everything he can to help other kids too," Sophie concludes.

The other ad features a woman identified as Mary, who says she has worked for the Michels Corp. 51 years and Michels was 9 years old when she started. As old images of Michels employees at work flash across the screen, voices say they've been employed by the Michels family for decades and tout his leadership.

Longtime employee and fellow Army veteran named Ron says he puts a lot of faith in Michels.

“I wouldn’t hesitate for one second to jump in a foxhole with Tim,” the 50-year employee says.

The second ad is airing in the Green Bay-Appleton, Wausau-Rhineland and La Crosse-Eau Claire markets, according to AdImpact.

See the spot with Michels Corp. employees:

<https://host2.adimpact.com/admo/#/viewer/c6ffba2-8d4e-4198-8ab7-d678e52b47c2>

See the ad featuring Michels’ daughter:

<https://host2.adimpact.com/admo/#/viewer/c513fa41-8e74-46a1-a5ae-33e09a4b0da3>