

# Opportunity Wisconsin: Billboards near Milwaukee airport and Bradford Beach to call out “Florida Man” Ron Johnson for billing taxpayers for his vacation travel

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*Opportunity Wisconsin will be handing out FREE popsicles at Bradford Beach on Sunday from 12:30-2:30 PM or while supplies last*



**MILWAUKEE, Wis.**—As Wisconsinites prepare for the holiday weekend, Opportunity Wisconsin is launching three new billboards reminding residents that Senator Ron Johnson is traveling on their dime while he refuses to support policies that help address rising costs. The billboards, situated near General Mitchell International Airport and Bradford Beach, come after the Milwaukee Journal Sentinel published [a report](#) detailing how Senator Johnson has been using taxpayer dollars to fly between his vacation home in Florida and Washington, D.C. As part of the effort, Opportunity Wisconsin will be handing out FREE popsicles at Milwaukee’s [Bradford Beach](#) on Sunday, July 3rd from 12:30-2:30 PM, or while supplies last.

*“Wisconsin families are struggling to make ends meet and instead of working to bring down costs, Senator Johnson is spending his time in the Sunshine State – something many Badger State families can’t afford to do this holiday weekend. Since taking office, Senator Johnson’s policies have given special tax breaks to millionaires like himself. Now he’s asking us to help pay for travel from his mansion in Florida,” **said Meghan Roh, Opportunity Wisconsin program director.** “If Senator Johnson wants us to pay for his Florida vacations then he needs to vote for policies that lower health care costs, bring new, good-paying jobs to the state, and support tax cuts for families with children. It’s time for Senator Johnson to start working for the Badger State and stop putting his personal profits (and pleasure travel) over the people of Wisconsin.”*

Earlier this week Chef Gregory León, a James Beard award finalist and owner of [Amalinda](#) in Milwaukee, [took Senator Ron Johnson to task](#) for blocking funding for the state’s restaurant industry and spending taxpayer money on [traveling to Florida instead](#). On Monday, Opportunity Wisconsin released “[Ron Johnson’s Fort Myers Vacation Guide](#),” a satirical travel blog “authored” by Senator Johnson where he writes, “If you’re a self-proclaimed cheapskate like me and looking to save a few bucks on your next vacation, I’ve taken the liberty of drafting this guide. Here are my do’s and don’ts to ensure that your next vacation to my favorite spot, Fort Myers, is a breeze.”

Since early 2021, Opportunity Wisconsin has been working to hold Senator Johnson accountable to his constituents and to demand he vote for policies that support Wisconsin residents. In addition to holding conversations with Wisconsin workers and families across the Badger State, Opportunity Wisconsin has [spent over \\$5 million](#) in TV ads urging Senator Johnson to focus his work in Washington on addressing the economic needs of his constituents and to stop putting his personal profits over the people of Wisconsin.