

Opportunity Wisconsin: New AD, Eau Claire mom calls out Sen. Johnson for “Only taking care of himself”

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MADISON, Wis.—[Opportunity Wisconsin](#) has launched a new 5-figure digital ad as part of their multimillion dollar TV and digital advertising campaign calling out Senator Ron Johnson for putting his own personal profits above hardworking Wisconsinites. The new ad, “[Fairness](#),” features Sara, an Eau Claire mother of two, calling out Senator Johnson for passing a special tax break that benefited his family’s business and for doubling his wealth since taking office. This ad is a follow-up to “[Duty](#)” and “[Grocery Store](#),” which [launched last month](#), and “[Power](#)” which [launched earlier this year](#).

[\[WATCH SARA’S FULL AD\]](#)

During a closed-door meeting on April 8, Senator Johnson [admitted](#) to pushing through a loophole in the 2017 Trump tax law that benefitted his family’s business, before cashing out of the company for at least \$5 million. According to the [Associated Press](#) and the [Milwaukee Journal Sentinel](#), during the same meeting, Senator Johnson also acknowledged that he had doubled his wealth since taking office saying, “They said I doubled my wealth. That’s true.” Recently, Senator Johnson also called his tax loophole a “[significant accomplishment](#)” and one of his “[crowning achievements](#).”

“My husband and I work hard and we play by the rules. We’re not looking for a handout, we just expect a level playing field. But Senator Ron Johnson’s only taking care of himself and other rich people,” [said Sara, in the new ad.](#) “He pushed through a tax law that ends up raising taxes on most working people, but gives huge tax breaks to the super rich like him. Sure enough, Ron Johnson has doubled

his personal wealth since taking office. That's not right. Tell Ron Johnson to stop voting for tax laws that benefit himself."

The new ad will run on CTV/OTT and premium video platforms (e.g. Hulu, YouTube, Roku).

The new ad is Opportunity Wisconsin's latest effort 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 since early 2021 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.