

Opportunity Wisconsin: TV ad tells Senator Johnson to stop letting the drug companies “rip us off”

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MADISON, Wis.—On Monday, [Opportunity Wisconsin](#) will launch [a new six-figure TV and digital ad](#) calling out Senator Ron Johnson for putting pharmaceutical companies before Wisconsin families. The new ad, “[Standing In The Way.](#)” details how Senator Johnson took over \$1.4 million from the health care industry and is now fighting against letting Medicare negotiate lower drug prices. Last week, Opportunity Wisconsin [released a new video](#) highlighting the absurd, outlandish, and even dangerous reasons Senator Johnson has been trending in the news lately.

[\[WATCH THE FULL AD\]](#)

“Standing In The Way” Full Script:

We have a chance to lower the cost of prescription drugs, but Senator Ron Johnson is standing in the way.

Ron Johnson took over \$1.4 million from the health care industry.

Now, he’s fighting against giving Medicare the power to negotiate lower drug prices.

Ron Johnson is putting pharmaceutical companies before Wisconsin families who are struggling to afford prescriptions.

Tell Ron Johnson to stop letting the drug companies rip us off.

The new ad will run on a combination of broadcast, cable, OTT, and digital in the Green Bay and Wausau media markets.

This is Opportunity Wisconsin’s latest effort to hold Senator Johnson accountable 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 \\$3 million](#) in TV ads since early 2021 urging Senator Johnson to stop putting his personal profits over the people of Wisconsin.