

Planned Parenthood Votes: Launches six-figure digital ad campaign in Wisconsin highlighting Ron Johnson's extremism on abortion

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WASHINGTON, D.C. – Today, Planned Parenthood Votes announced the release of [“Fight Back,”](#) the first in a series of ads in its six-figure digital campaign focused on Wisconsin’s U.S. Senate race. The 30-second ad highlights the stark contrast between anti-abortion rights candidate Ron Johnson and reproductive health champion Lt. Gov. Mandela Barnes.

Abortion access is blocked in Wisconsin, where an 1849 law has effectively banned essential health care and has forced patients to flee their state for abortion. The ad reminds voters of Johnson’s callous disregard for the health and well-being of his constituents, who [he says](#) “can move” if they don’t like the abortion laws in their state.



[WATCH: “Fight Back”](#)

Statement from Jenny Lawson, Executive Director, Planned Parenthood Votes:

“Abortion rights are on the ballot in Wisconsin, where people are suffering under Ron Johnson’s failed leadership and an archaic 173-year-old law is forcing people to flee their own state for basic health care. The stakes couldn’t be higher, and the choice couldn’t be clearer: Wisconsinites deserve a senator who believes in them and will fight to protect their rights, not take them away. Ron Johnson has spent his entire political career serving his own interests, while Mandela Barnes has been a champion for everyday Wisconsinites and their ability to live full and healthy lives. The majority of Wisconsinites support abortion access, and now is the time to take control and fight back at the ballot box.”

The ad campaign in Wisconsin is part of Planned Parenthood advocacy and political organizations’ 2022 electoral program, “Take Control,” which represents the groups’ largest-ever investment in an electoral cycle. The \$50 million program will help elect champions for sexual and reproductive health care and rights, including abortion, up and down the ballot and all across the country. The strategic investments will focus on states positioned to either restrict or expand access to sexual and reproductive health care.