

# Wisconsin Family Friendly Action PAC: Evers victory is a win for Wisconsin families

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MADISON, Wis. – Wisconsin Family Friendly Action PAC celebrates the victory of Governor Tony Evers, who ran on a platform of lowering costs for Wisconsin families by addressing the cost of child care, elder care and prescription drugs, and passing paid family and medical leave.

The Family Friendly Action PAC ran a \$3.2 million voter contact program in Wisconsin, which included robust investments in door-to-door canvassing and paid digital. **In total, Wisconsin Family Friendly Action PAC had 19,300 unique conversations with voters in Wisconsin this cycle and knocked on 197,013 doors.**

“Working families across the Badger State turned out energized to vote for candidates who will fight for them and provide the tools and opportunities they need to thrive,” said **Brita Olsen, state director of Wisconsin Family Friendly Action PAC.** “Governor Tony Evers took the time to listen and understand the issues that matter most to working families, and prioritized lowering costs and passing care policies like paid family and medical in his campaign. We are excited to see what he accomplishes as he continues the fight for working families in the coming years.”

In his second term, **Evers [has plans to lower costs for working families,](#)** including lowering prescription drugs prices, capping insulin copays at \$35 and expanding the Child and Dependent Care Credit.

Recently, the Family Friendly Action PAC released [a storybook](#) highlighting the roles

lowering costs and passing care policies were likely to play for voters in Wisconsin and other battleground states.

**To arrange interviews with voters who supported Governor Tony Evers, or hear more about Family Friendly Action PAC's work this cycle, please contact Morgan Grunow at [wisconsin@familyfriendlyeconomy.org](mailto:wisconsin@familyfriendlyeconomy.org).**