

# Wisconsin Family Friendly Action PAC: Launches \$1.5 million statewide digital ad campaign

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***New Ads Highlight Ron Johnson's Support for National Abortion Ban***

***WATCH: "If Mitch McConnell can count on Ron Johnson, Wisconsin women can't."***

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MADISON, Wis. – Today, Wisconsin Family Friendly Action PAC launched the first ads as part of a new, approximately \$1.5 million statewide digital campaign that'll see ads running on OTT, Social, Digital Audio, and Premium Video today through Election Day. The new ads launching today call out Ron Johnson's support for a nationwide abortion ban and his dismal record representing Wisconsin women and families. The new ads also highlight Mandela Barnes and his commitment to protecting the right to choose in Wisconsin.

**WATCH THE NEW ADS:**

- [Year After Year](#)
- [Six Years](#)
- [Counting On](#)
- [His Vote](#)
- [Ours](#)
- [Protect](#)

**Brita Olsen, Wisconsin Family Friendly Action PAC State Director:**

*“Republicans in Congress want to ban abortion nationwide and they’re counting on Ron Johnson’s vote to do it, because he already cosponsored versions of a national abortion ban in 2013, 2015, 2017, 2018, 2019, and in 2021. He even took credit for the overturning of Roe v. Wade, bragging that he confirmed the justices that handed down ‘the correct decision.’*”

*“Politicians like Ron Johnson shouldn’t control women’s bodies. Mandela Barnes would protect the right to choose in Wisconsin and oppose a national abortion ban. On November 8, the choice is ours and we’re supporting Mandela Barnes.”*

Access to abortion is an economic issue for Wisconsin families. With abortion severely restricted in Wisconsin, the inability to plan when to have children is compounded by a lack of access to things like quality, affordable child care and paid family and medical leave. This puts many families in a desperate financial situation.