

# Wisconsin Main Street Alliance: Childcare provider Corrine H. joins President Biden to call for investments in childcare

Posted on Monday, Mar 7, 2022

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WASHINGTON, D.C. — Today, Building Back Together is announcing a [\\$1 million ad campaign](#) ahead of President Biden's first State of the Union address. The ads target key constituencies in Arizona, Florida, Georgia, Michigan, Nevada, New Hampshire, Pennsylvania, Wisconsin, as well as Washington, D.C. The ad campaign drives home how, while there's more work to do, the Biden-Harris Administration has laid the groundwork for a historic economic recovery that has already created millions of jobs and helped Americans get back on their feet. The campaign underscores the Administration's commitment to lifting up working and middle class families and its laser focus on continuing to make progress, including by using every tool at its disposal to lower the cost of living for American families.

The ads feature testimonials from everyday Americans telling the story of how President Biden's policies have positively impacted them, from supporting small businesses and creating new jobs, and his work to lower the cost of living. The ad entitled "[Family Business](#)" features a restaurant owner named Ernisha from Florida who, despite experiencing "scary moments," gives President Biden credit for supporting small businesses, turning the economy around, and helping working families. In "[Truck](#)," Gail, a type 1 diabetic, shares how the President is fighting to give Americans like herself the "breathing room" to "afford a middle class life" by bringing down the cost of prescription drugs, including insulin.

"As President Biden prepares to address the American people, Building Back Together is highlighting the stories of everyday Americans who have experienced

the positive impacts of the Biden-Harris Administration's focus on lifting up working and middle class families," said Building Back Together Executive Director Danielle Melfi. "Despite unprecedented challenges, it's thanks to the strong, steady leadership of President Biden and Vice President Harris that we are on the path to building back better. From the American Rescue Plan to the Bipartisan Infrastructure Law, President Biden is rebuilding America's middle class, and fighting to lower costs for hard working Americans."

Building Back Together's latest campaign adds to more than \$25 million in spending to date to build support for President Biden's agenda. Polling has consistently shown the deep popularity of the President's agenda, and research commissioned by Building Back Together has shown that [\*\*Members of Congress who back the agenda see a 17-point boost in support\*\*](#) in battleground states and House districts.

The TV ads in this campaign will air in the Phoenix, Atlanta, Las Vegas, Philadelphia, Milwaukee, and Washington, DC markets, and the digital ads will run on platforms including Facebook and YouTube in Michigan, Pennsylvania, Wisconsin, Arizona, Nevada, Georgia, Florida and New Hampshire. The campaign also includes targeted digital ads in English and Spanish, reaching Latino communities in Nevada, Arizona, Pennsylvania, and Georgia, as well as Spanish-language radio ads in Miami and Milwaukee. In addition, the campaign includes digital ads targeting Black communities in Miami, Ft. Lauderdale, Atlanta, and Philadelphia.