

# Biden ad touts his middle-class roots, efforts to cut consumer costs

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President Joe Biden's campaign is launching a new TV ad in Wisconsin and other swing states that touts his middle-class background and efforts to cut costs.

In Wisconsin, the spot will run in the Green Bay, Madison and Milwaukee markets, the campaign said. Along with other battleground states, it will run on national cable channels. It's part of a previously announced 16-week, \$25 million buy.

The narrator in the spot says though Biden has "traveled far and wide," his hometown of Scranton, Penn., "has never left him" and he knows life is too expensive right now for the middle class.

The narrator touts measures to cap the cost of insulin, to allow Medicare to negotiate for lower drug prices and to invest in clean energy to lower power costs. The narrator says it's about restoring security and peace of mind for working people.

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"He's determined to get it back because of where he's from and who he is," the narrator says to close the spot.

See the ad [here](#).