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Biden for President: Releases first ad of 2024 cycle

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Today, Biden for President announced its first ad of the 2024 cycle, building upon President Biden's campaign announcement calling on all Americans to stand up for personal freedoms. President Biden spent his first term fighting for freedom, for more rights not less, and for our democracy – and he's running for reelection to finish the job for the American people.

President Biden and Vice President Harris have shown they can deliver historic results, from creating more than 12 million jobs to leading a manufacturing boom and making the largest infrastructure investments in seven decades. They are running to grow the economy from the middle out and bottom up, not the top down; to protect a woman's right to choose; to lower child care and prescription drug costs; and to protect Social Security and Medicare.The ad is the first of a two-week, seven-figure buy that will run on national cable channels in key battleground states and markets. The states and markets for the first week include: *Arizona*: Phoenix, Tucson; *Georgia*: Atlanta; *Michigan*: Detroit, Grand Rapids-Kalamazoo, Lansing, Flint-Saginaw; *Nevada*: Las Vegas, Reno; *Pennsylvania*: Philadelphia, Pittsburgh, Wilkes-Barre-Scranton; *Wisconsin*: Milwaukee, Green Bay, and Madison. The media buying strategy reflects a campaign that's optimizing for reach – buying across a broader set of markets to go deeper into states and reach more voters. The campaign will release its second ad next week.In 2020, President Biden and Vice President Harris assembled a broad and diverse coalition that resulted in the most votes in American history for a presidential ticket. Coming off of the best midterm for a sitting president since FDR, including key wins in these six states, they will do it again in 2024 and prevail over the MAGA extremist agenda.

Watch "Flag" HERE.

Full Transcript of Ad:

Narrator: "As the sun rises, we raise the flag – a symbol of all that we hold most dear as Americans. Courage, opportunity, democracy, freedom: they're the values and beliefs that built this country and still beat in our hearts.

But they're under attack by an extreme movement that seeks to overturn elections, ban books, and eliminate a woman's right to choose.

Joe Biden has made defending our basic freedoms the cause of his presidency: the freedom for women to make their own health care decisions, the freedom for our children to be safe from gun violence, the freedom to vote and have your vote counted, for seniors to live with dignity, and to give every American the freedom that comes with a fair shot at building a good life.

In small towns and big cities, we raise our heads, our eyes, our hearts, for America – for the idea of this great country.

Joe Biden is running for re-election to make certain that the sun will not set on this flag.

The promise of American democracy will not break."

Biden: “Democracy must not be a partisan issue. It’s an American issue. As your president, I will defend our democracy with every fiber of my being and I’m asking every American to join me.”

Narrator: “For freedom, for democracy, for America – Joe Biden.”

Biden: “I’m Joe Biden, and I approve this message.”

For press inquiries: press@joebiden.com