Biden-Harris Campaign: Launches new Wisconsin ad ahead of RNC debate

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Today, Biden-Harris 2024 is announcing its first state-specific ad in Wisconsin ahead of the first Republican debate. As Republicans head to the debate stage to spotlight their out of touch and extreme views, President Biden's reelection campaign is focused on highlighting how his agenda is creating good-paying jobs right in Wisconsin.

The ad features Kilah Engelke, a cement mason by trade and a mother of two based in Milwaukee, who speaks firsthand about how President Biden's economic legislation is making life better and increasing wages for working families like hers. The new ad is slated to begin running on Wednesday ahead of the RNC debate in the Milwaukee market.

"As MAGA Republicans head to the debate stage in Milwaukee this Wednesday to highlight just how out of touch their views are with the American people, President Biden's campaign is excited to spotlight how his administration is bringing back manufacturing and creating good-paying jobs for Wisconsinites from the perspective of a Wisconsinite herself," said **Michael Tyler, Biden-Harris Communications Director.** "Building on the strong work that we have done already to strengthen Wisconsin Democrats, we will continue to compete and invest aggressively in the state."

This ad is the first new creative announced as part of Team Biden-Harris' 16-week, $25 million advertising campaign that will reach key voters in battleground states. The buy includes the reelection campaign's first investments in Hispanic and African American media and the largest and earliest media buy for a reelection campaign

into constituency media ever, as well as the largest overall buy for a reelection campaign at this point in time ever, ensuring that President Biden's message is heard throughout this year's Republican primary.

Watch "Catch a Break" [HERE](#).