

Cooke campaign: Launches congressional campaign in Wisconsin's 3rd District

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On the heels of winning a majority of counties in 2022 primary, Cooke is the clear champion for farmers, small businesses, and working families

Campaign to kick-off robust, multi-channel engagement effort to reach voters where they are

EAU CLAIRE, Wisc. – Today, small business and nonprofit leader Rebecca Cooke announced her campaign for the U.S. House of Representatives in Wisconsin's Third District. Born and raised on an Eau Claire dairy farm, Cooke's strong showing in her last campaign showed significant support for a new, fresh voice for western Wisconsin in Washington, DC.

Cooke brings to this campaign a unique profile when it comes to understanding western Wisconsin. Through running her small business, leading a non-profit that helps women entrepreneurs, and in her service at the Wisconsin Economic Development Corporation, Cooke is rooted in the lives of working men and women of the district.

"Our rural communities face unique challenges. It's clear that Washington isn't working for us, and Derrick Van Orden is part of the problem," **Cooke said.** "Families are struggling to get by and deserve a champion who knows what it's like to make ends meet and actually shows up for neighbors in need. I'm

running for Congress to better serve communities across Wisconsin, provide more opportunities for success, and be a relentless fighter for our way of life.”

In the 2022 primary, Cooke won a majority of the district’s 19 counties despite being significantly outspent, a clear testament to the [resonance of her message](#) and organizing strength. She visited each county multiple times, earned labor support, and lifted up local voices across the expansive district, building authentic connections with [rural voters](#) Democrats historically struggle to win.

“We need new perspectives in Congress who look like America, who live in our rural communities, are farmers, know what it’s like to worry about making payroll and rent any given month, and understand the challenges facing working families today struggling to get by,” **Cooke said.**

As part of the launch, Cooke will be kicking off a robust, multi-channel engagement campaign, including sharable digital content, social media, email, earned media, and a series of in-person events across the district in the coming weeks (additional details to come). These elements speak to Cooke’s commitment to re-engage supporters, strengthen community partnerships, and reach people directly and where they are.

“I’m in this fight for the people of Wisconsin,” **Cooke said.** “There’s great excitement across the region, and for months, local advocates, small business owners, community leaders, farmers, workers, and stakeholders have all encouraged me to take this step. Together, I know we can outwork, outorganize, and win this race.”

From his [dangerous attacks on reproductive healthcare](#) to his attempt to [overthrow the government](#), extremist Republican Derrick Van Orden is among the most vulnerable incumbents in the country. Wisconsin’s Third Congressional District is on the Democratic Congressional Campaign Committee’s “Districts in Play” list and expected to be a key battleground in the 2024 battle for the U.S. House of Representatives.

About Rebecca Cooke

As a small business and nonprofit leader, Rebecca Cooke has focused her career on building community and serving others. Born and raised on an Eau Claire dairy farm

and appointed by Governor Tony Evers to the Wisconsin Economic Development Corporation, Rebecca knows the economic and social challenges facing the small towns and rural communities for which she's fiercely advocated for, from the kitchen table to the board room.

Coming from a long tradition of Wisconsin farmers who value service and hard work, Rebecca was working on the farm at an early age and training calves to show at the fair by the time she was 7 years old. Like most Wisconsin farm families, it was a struggle to make ends meet, but they were the first to show up for neighbors in need. She was active in 4-H, showing cattle at fairs throughout the state, started waiting tables in high school, and launched a jelly business with her classmates at 16 years old.

Rebecca worked her way through college with the help of Pell Grants, local scholarships, financial aid, and multiple jobs. After helping elect Democrats to public office, she came home to Eau Claire to start a small business and a nonprofit that provides start-up capital and hands-on education for women-owned businesses throughout ten counties in western Wisconsin.

Now, Rebecca is running for Congress to better serve communities across Wisconsin, put people first and provide more opportunities for success, and will be a relentless fighter for our way of life. Follow the campaign online: CookeForWisconsin.com, Facebook ([/CookeForCongress](https://www.facebook.com/CookeForCongress)), Twitter ([@RebeccaForWI](https://twitter.com/RebeccaForWI)), and Instagram ([@CookeForCongress](https://www.instagram.com/CookeForCongress)).