

# Democratic National Committee: Ahead of Dobbs anniversary, DNC launches new ad campaign in Wisconsin highlighting stakes of 2024 presidential election

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This week, ahead of the one year anniversary of the Supreme Court's decision to overturn *Roe v. Wade*, the Democratic National Committee is launching a paid media campaign in Wisconsin to highlight the stakes of the 2024 Presidential election on reproductive freedom. The ads come as MAGA Republican presidential contenders have promised to sign a national abortion ban, despite [opposition](#) from 80% of Americans.

“Over the last year, MAGA Republicans across the country have defied the will of voters and moved swiftly to take away access to reproductive health care. This decision has already had devastating effects across the country and now, 2024 Republican hopefuls have made painfully clear that they will not rest until abortion is banned nationwide. The stakes of this election could not be higher and President Biden and Vice President Harris are the only candidates who will fight to protect a woman's right to choose,” said **DNC Chair Jaime Harrison**.

Beginning on Thursday, June 22, the DNC will run a billboard in Milwaukee, WI. The campaign will also include digital ads on Facebook, Instagram, and CTV across the state.