

# Genrich Campaign: Releases first TV ad of the cycle

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GREEN BAY, WI – Eric Genrich’s re-election campaign for Mayor of Green Bay released their first television ad of the cycle this morning. The 30 second ad, “[Frigid](#),” highlight’s Mayor Genrich’s accomplishments over his first term as Mayor of Green Bay.

“Mayor Genrich has been making real progress for Green Bay,” **said Amaad Rivera, campaign manager at Genrich for Green Bay.** “From improving city infrastructure to enhancing public safety by adding seven new police officer positions to the force, the mayor has delivered on his promises and is continuing to make things better for our city.”

Specifically, Genrich’s ad notes the 22 miles of city streets repaired or reconstructed on his watch, 11 bridge projects, seven new police officer positions, two million dollars in small business assistance, and shows the Mayor in a snowball fight with his kids while the ad discusses improvements to city parks.

## **TRANSCRIPT ([WATCH HERE](#)):**

MAYOR GENRICH: “You gotta be able to weather the storm to make progress for Green Bay.”

MAYOR GENRICH: “I’m Mayor Eric Genrich and in the last four years, together we fixed 22 miles of City streets.”

MAYOR GENRICH: “We repaired 11 bridges.”

MAYOR GENRICH: “Helped our small businesses.”

MAYOR GENRICH: “We’ve improved City parks all across Green Bay.”

MAYOR GENRICH: “We hired seven new police officers to keep us safer.”

MAYOR GENRICH: “Progress isn’t easy, but neither are Green Bay winters.”

MAYOR GENRICH: “Together, we’ll keep making things better for Green Bay.”

The Green Bay city park projects listed on screen in the ad include the pickleball court at Dison Park; the bird aviary and additional parking at Bay Beach Wildlife Sanctuary; the mountain bike trail improvements and new pedestrian bridge at Baird Creek Greenway; a new baseball field at Perkins Park; a new color-coating on the tennis court at Fish Park; new ball fields and hockey rink relocation at Colburn Park; a new parking lot at Arnie Wolff Sports Complex, a ball field complex facility and new bathroom at Finger Road, and a tube conveyor belt lift at Triangle Sports Arena. A full list of park improvements can be [found publicly available at this link](#).

The 11 bridge projects and maps of road repair can be [accessed publicly at this link](#).

The two million dollars in small business assistance [can be viewed here](#).