

Mobley campaign: Madison outsider, State Senate Candidate Van Mobley best positioned to take on democratic machine, out-of-state donors in general election

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THEINSVILLE, Wisconsin – Feb. 20, 2023 – Heading into the Republican Primary Election on Tuesday, Madison outsider Van Mobley has emerged as the GOP frontrunner with the best chance of defeating a well-funded Democratic opponent in April.

Campaign finance reporting shows Mobley has dwarfed the advertising efforts of his Republican Primary opponents. Mobley invested over \$70,000 in television, radio, and other digital advertising in the Milwaukee media market which covers the entirety of the 8th Senate District.

Mobley is the only Republican candidate who has aggressively advertised to remain within reach of Jodi Habush Sinykin, the lone Democratic candidate in the state Senate race. Habush Sinykin has partnered with liberal consulting firm Left Hook of Santa Monica, California to place over \$150,000 in media advertising buys.

“I immediately needed to build district-wide name ID on TV and radio to promote my plan to abolish the Wisconsin state income tax and win this seat,” said Mobley. “The Democrats were raking in thousands from out-of-state donors, so I wanted to

be aggressive right away.”

As reported by the Associated Press, Mobley collected \$106,760 to \$63,000 for State Representative Dan Knodl with State Representative Janel Brandtjen coming in third with \$20,500 raised.

“My campaign has been an outsider, grassroots effort since Day 1,” said Mobley. “We’re not relying on Madison fundraisers or DC special interest groups. We are hustling door-to-door, making calls throughout the district, and hustling to every community event we can find.”

Mobley believes his campaign organization is gaining momentum and a Primary victory on Tuesday will help propel his candidacy to go toe-to-toe with the Democrats in April.