

# Wisconsin Care Coalition: Launches new paid family and medical leave campaign alongside digital advertising campaign

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**MADISON, Wis.** – The Wisconsin Care Coalition today formally launched its Paid Leave for Wisconsin campaign alongside a [five-figure ad campaign](#) encouraging Wisconsinites to contact their legislators and demand paid leave.

The Paid Leave for Wisconsin campaign, powered by the Wisconsin Care Coalition, is fighting to ensure all workers across the Badger State have access to paid family and medical leave. Currently, [77 percent of Wisconsin workers](#) do not have access to paid leave and the campaign will advocate for the passage of legislation that will provide paid leave for all Wisconsin workers. This week, coalition member 9to5 Wisconsin also launched a [five-figure ad campaign](#) encouraging Wisconsinites to contact their legislators and demand paid leave.

“Regardless of where you work or what your family looks like, at some point in our lives we will all need to provide or receive care,” said **Christina Thor, Wisconsin state director at 9to5 - National Association of Working Women**. “Paid leave affects everyone, and the Wisconsin Care Coalition believes it is essential to have a comprehensive paid family and medical leave policy for the health of families and our economy.”

Learn more about the Paid Leave for Wisconsin campaign, the members of the Wisconsin Care Coalition and how to join the fight for paid leave at [paidleaveforwi.org](http://paidleaveforwi.org).