

WisDems: Billboard and digital ad congratulates Wis. GOP convention goers on winning participation trophies

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MADISON, Wis. — As the Republican Party of Wisconsin kicks off their convention in La Crosse, the Democratic Party of Wisconsin released a new ad campaign congratulating the RPW and their attendees on their string of participation trophy victories since 2018.

The ad, which will run on a geo-targeted digital ad at the RPW convention, on a mobile billboard around the convention on Saturday, and on the closest billboard to their convention, features some of the RPW's biggest losers over the past elections, including Donald Trump, Scott Walker, Leah Vukmir, Tim Michels, and Dan Kelly (twice). The ad also invites RPW convention attendees to join the winning team at wisdems.org.