



TO: Interested Parties
FROM: Mike Tate, Senior Advisor
RE: The Next Phase of the Campaign
DATE: October 6, 2021

Today, Lasry for Wisconsin is announcing a statewide television and digital buy that will officially begin the paid communications phase of our campaign. Alex is the first Democratic Senate challenger in the nation to begin such an effort. The stakes are simply too high to wait. Defeating Ron Johnson is critical for Wisconsinites who desperately need a new voice in Washington.

Since entering the race in January, Alex's campaign has raised over \$3,000,000 from thousands of people who share our goal of defeating Ron Johnson and expanding our majorities in the Senate. The majority of these contributions have come from Wisconsin residents and the campaign has received support from donors in all 72 Wisconsin counties. Alex promised that we won't lose this race because the other side has more resources. Which is why he is also investing in his campaign alongside the thousands of others that believe Tammy Baldwin needs a true partner in Washington with a proven track record of bringing results for the people of Wisconsin.

In addition to raising the most resources to take on Johnson, Alex has earned the support of key elected officials, community leaders, and organized labor from across the state.

Today, our campaign moves into a new phase as we begin our paid communications efforts. We will introduce Alex as the candidate who doesn't just talk about good union jobs, but has created them, as someone who has taken real action to combat climate change, someone who is an unflinching champion of voting rights, and who will be focused on raising wages so working families have more money in their pocket. We need a Senator that is a workhorse that puts in the hard work of getting real results rather than espousing positions that are counter to our values or misleading us on basic facts. Alex is running for the Senate because Wisconsinites need a Senator that will work as hard as they do.

Wisconsinites are tired of politicians that take advantage of the system to benefit themselves. Alex has spent time listening to the needs of Wisconsin families and will put in the hard work to get things done and make their lives better. This advertising campaign will carry through the primary and will be matched with our continuous grassroots efforts.

Throughout his work on Capitol Hill and in the Obama White House, Alex saw firsthand that having the right people in government can lead to results that have a meaningful impact on people's lives. Over the past 11 years, we've also seen the real danger that having the wrong people in office can do. The stakes of this election for the people of Wisconsin couldn't be higher.

Watch our first two ads here:

Gets it Done: https://youtu.be/xDfI9t_NnIM

Building that Works: https://youtu.be/zNzc_8gU-TA