

**FOR IMMEDIATE RELEASE**

December 20, 2023

**Biden-Harris 2024 to Run Ads in Milwaukee Ahead of the President's Trip**

This week, Biden-Harris 2024 will be running digital and out-of-home ads in Milwaukee ahead of the president's visit today, including digital billboards and mobile trucks. The ads will be centered around a clear message: across the board, President Biden's agenda is investing in communities that have too often been left behind and creating more economic opportunities for all Wisconsinites.

As President Biden highlights how his agenda has spurred a small business boom – including 178,000 new applications in the state of Wisconsin – these ads will emphasize his broader economic agenda, including the Bipartisan Infrastructure Law (BIL), and how it is helping improve Wisconsin schools and modernize the state's highways.

These ads will run during and following the president's trip for approximately a week in an effort to amplify coverage of the president's accomplishments and investments into the critical battleground state. The digital billboards and trucks will be placed near sites that have received funding from the infrastructure law ahead of the president's arrival and ending a week later. Digital ads will run in Milwaukee International Airport (MKE) and on high-traffic websites in the area, focused on local infrastructure projects in the ZIP codes where these projects are located. Following the president's visit, Meta ads will amplify his remarks and news coverage and Yahoo Native ads will boost trip coverage articles, exponentially extending the reach of the president's trip and agenda.

“President Biden is delivering real, tangible results for the people of Wisconsin and this strategic ad campaign is designed to make sure people across Milwaukee hear about it – and not just during the president's visit. The results speak for themselves: Joe Biden is focused on making Wisconsinites' lives better and creating more economic opportunities for all of us,” said **Biden-Harris 2024 Communications Director Michael Tyler**. “Our campaign is focused on earning every vote in Wisconsin, and these ads are the latest piece of that work.”

**BIDEN  
HARRIS**

Milwaukeeans  
will have *safe  
drinking water.*



JOE BIDEN  
DID THAT

PAID FOR BY BIDEN FOR PRESIDENT

**BIDEN  
HARRIS**

West Villard Ave  
is getting a *makeover.*




JOE BIDEN  
DID THAT

PAID FOR BY BIDEN FOR PRESIDENT

**BIDEN  
HARRIS**

The bridges on I-43  
will be *reinforced  
and safer.*




JOE BIDEN  
DID THAT

PAID FOR BY BIDEN FOR PRESIDENT

**BIDEN  
HARRIS**

Century City's  
upgrades will *boost  
our economy.*



JOE BIDEN  
DID THAT

PAID FOR BY BIDEN FOR PRESIDENT

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Paid for by *Biden for President*