



**For Immediate Release**

March 8th, 2024

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**Tara Johnson Launches Campaign for the New 96th Assembly Seat  
to Make It Blue for the First Time in Seventy-Five Years**

Today, Democrat Tara Johnson, former La Crosse County Board Chair, announced her campaign for the newly drawn 96th Assembly District. She lives in the Town of Shelby in southern La Crosse County, which is now at the heart of the previously red district which includes southern La Crosse County and all of Vernon County. Being represented by Republicans since the 1940s, this district is ready for a change. Tara would be the first woman to represent the 96th, ensuring that all voices are heard and considered in Madison.

“For too long, rigged districts have kept our region from having a voice in the Assembly. That’s changing today,” said Democrat Tara Johnson, announcing her campaign for Assembly. “Loren Oldenberg does not represent my neighbors in southern La Crosse and Vernon counties. He is a rubber stamp for Robin Voss and his extremist agenda – attacking our reproductive freedom, undermining our democracy, and helping big corporations squeeze working families. Those are not our values.”

Tara has a proven record of bringing people together to solve problems and deliver results for working families and our rural communities. During her time as La Crosse County Board Supervisor she held the line on taxes with the county having the lowest per capita tax rates in the state. In the Assembly, Tara will continue fight to guarantee our reproductive freedom, protect our democracy, and reduce costs for Wisconsin families.

**About Tara Johnson**

Tara has spent her life giving back to the community. After becoming the first in her family to graduate college with the help of student loans, grants, and service industry jobs, Tara spent fifteen years with United Way, working her way up to Executive Director of the United Way of the Greater La Crosse Area. At the United Way, Tara led the effort to fund not-for-profit organizations that give everyone the chance to succeed.

Seeing the need for local elected officials who understand people's daily challenges, in 2000 Tara stepped up to run for the La Crosse County Board of Supervisors, taking on a longtime incumbent and winning. During her twenty years on the Board, including nearly a decade as the first woman Chair, Tara successfully brought people together to provide quality County services, balanced budgets, low taxes, improved infrastructure, innovative development, and help for small businesses.

Now, Tara’s running for assembly to use her experience to bring people together to take on the hard fights for the people of Wisconsin. Tara lives in the Town of Shelby in southern La Crosse County. She is married to a union electrical contractor, Tim Padesky, and is the mom of two adult children, Nicholas and Layna.

## **About WI-96**

Wisconsin's new 96th Assembly District includes all of Vernon County and the southern tier of La Crosse County. Historically, the gerrymandered 96th district has been represented by Republicans. With the new fair maps, Democrats can win the seat for the first time in seventy-five years. This district is critical to Democrats' efforts to take back the majority in the Assembly and State Senate as well as reelecting Senator Tammy Baldwin and President Joe Biden.

**Learn more about Tara's grassroots campaign at:** [taraforwisconsin.com](https://taraforwisconsin.com)

**Follow Tara's campaign on social media:** [facebook.com/taraforwi](https://facebook.com/taraforwi)