

# REPUBLICAN VOTERS AGAINST TRUMP

## Upper Midwest Anti-Trump Ad Blitz Planned During Trump Events in Michigan and Wisconsin

*Campaign features former Trump voter explaining why he cannot support him again;  
will run on digital and TV, including Fox News, during back-to-back Trump events*

**EMBARGOED FOR TUESDAY, APRIL 2, 2024 AT 6 AM ET.**

**WASHINGTON** – April 2, 2024 – Today Republican Voters Against Trump launched an **Upper Midwest ad blitz** timed to coincide with Donald Trump's two planned events in Michigan and Wisconsin. We will be taking over the airwaves in the **Grand Rapids** and **Green Bay** markets—where Trump will be speaking—with ads appearing on broadcast TV, digital, and a takeover of Fox News, including during “Jesse Watters Tonight” and “Fox & Friends.”

The campaign will showcase [this 30-second ad](#), which features Chuck, a former Trump voter, who says: “I am a former Trump supporter. I completely, 100 percent hold him accountable for the insurrection at the Capitol. I will not ever support or vote for Donald Trump, ever. I will vote Democrat. I can't believe I'm saying it, but I will. I will vote for Joe Biden.”

This is part of the broader Republican Voters Against Trump campaign, a **\$50 million nationwide general election effort** that features real former Trump voters who will not be supporting him in November. The campaign showcases more than 160 testimonials and recently [rolled out a billboard campaign](#) highlighting Mike Pence's refusal to support Trump. You can view our [Michigan testimonials here](#) and [Wisconsin testimonials here](#).

“Voters in the Blue Wall states rejected Donald Trump in 2020, helping seal Joe Biden's victory,” said **Gunner Ramer, Political Director of Republican Voters Against Trump**. “That's why we're reminding these voters of Trump's unfitness for office by amplifying the voices of real people who supported him in the past, but refuse to do so again. It's a message all Michigan and Wisconsin voters should hear.”

**To be connected with spokespeople from Republican Voters Against Trump, or with former Trump voters in these states who are speaking out against him, please contact Communications Manager Tony Franquiz at [franquiz@ra-pac.org](mailto:franquiz@ra-pac.org).**

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