

JOCASTA



ZAMARRIPA

SECRETARY OF STATE

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Milwaukee Alderperson JoCasta Zamarripa Launches Campaign for Wisconsin Secretary of State

Milwaukee, WI — Today, Milwaukee Alderperson and former State Representative JoCasta Zamarripa officially announced her candidacy for Wisconsin Secretary of State.

Zamarripa made history in 2010 when she was elected as the first Latina to serve in the Wisconsin State Legislature, where she served five terms. In 2012, JoCasta came out as a member of our LGBTQ+ community and continues to fight for equality: nothing more, nothing less!

Since 2020, she has represented Milwaukee's near south side on the Common Council, where she has led efforts to improve city services, increase housing affordability, and support neighborhood economic development.

Her campaign will focus on using the Secretary of State's platform to uplift the issues working Wisconsinites face every day—from the rising cost of groceries, rent, and child care to the urgent need for statewide school funding reform. As a member of the Board of Commissioners of Public Lands, the Secretary of State helps manage over \$1.3 billion in public trust funds supporting school libraries. Zamarripa views this responsibility as an opportunity to make real investments in Wisconsin's future.

"I'm running for Secretary of State to be a strong voice for all Wisconsinites—from small towns to big cities, from our farmworkers to our frontline workers," said Zamarripa. "This office may not come with sweeping powers, but it comes with a platform—and I'll use it to fight for affordable child care, safe and stable housing, and better funding for our public schools."

Zamarripa's candidacy comes at a critical moment for Wisconsin. In 2026, voters will decide control of the Governor's office, State Legislature, and multiple statewide seats. Her historic run—to become the first Latina to hold statewide office—is expected to energize the Democratic coalition and mobilize key communities across the state.

"In a year where everything is on the line, we need candidates who reflect the full diversity and strength of our state," said Zamarripa. "I'm proud to be a lifelong Democrat, and I know we win when we organize, connect with people where they are, and lead with our values."

The general election for Wisconsin Secretary of State will be held on Tuesday, November 3, 2026, with the Democratic primary scheduled for Tuesday, August 11, 2026. More information about JoCasta Zamarripa can be found at: www.votejocasta.com

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