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David Crowley Launches Campaign for Governor

Running to be a Governor for All of Us

MILWAUKEE - Milwaukee County Executive David Crowley today launched his campaign for Governor of Wisconsin vowing to fight every day to lower costs for families across the state. Crowley's campaign released a [launch video](#), highlighting Crowley's personal story and his commitment to helping Wisconsinites who are struggling to make ends meet.

As the leader of the state's largest county and a former State Legislator, Crowley is the only candidate in the race with experience both making laws and running government. He's balanced billion-dollar budgets, cut taxes for families, reformed government, navigated crises, and delivered for nearly one million residents. He's not just ready to lead — he's already done it.

"I know what it's like to struggle, and I know families across our state feel like they're falling behind. With costs shooting up, we are all getting less, even if we're making more. As Governor, I'll fight every day to make sure that everyone in our state has access to what they need to succeed: good-paying jobs, more money in their pockets, affordable health care and housing, and fully funded public schools. Together, we can build a Wisconsin that works for all of us.

"As a legislator, I fought to protect the rights of people across our state, and as County Executive, I've led Wisconsin's largest and most diverse county. The challenges I've addressed in Milwaukee County aren't specific to one county or one political party; these are issues that communities face all across Wisconsin. I've balanced budgets, protected our environment, improved public safety, invested in small businesses, and made government more accessible to our residents, all while guiding us through a global pandemic. I'm running for Governor because, now more than ever, Wisconsin needs proven, experienced leadership. I will work every single day to improve the lives of people across our state."

In April 2020, Crowley made history as the youngest and first Black person ever elected Milwaukee County Executive. Before that, he served in the Wisconsin State Assembly, where he chaired both the Milwaukee Caucus and the Legislative Black Caucus.



Nearly 20 years after first leaving school, he returned to the University of Wisconsin-Milwaukee and earned his degree in 2024. David lives in Milwaukee with his wife Ericka and their three daughters.

Crowley's announcement comes following Governor Tony Evers' decision not to seek re-election in 2026.

The Democratic Primary for Governor will be held on August 11, 2026. More information about David Crowley and his campaign can be found at CrowleyforWI.com. Watch the launch video [here](#).

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