

Real Incentives, Not Gimmicks will Keep & Attract Young Workers to Wisconsin

Written by Wisconsin Senate Democrats, Jay Wadd
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<http://newiprogressive.com/images/stories/S5/uwgb-students-1-s5.jpg>



Slick ad campaigns will not keep or lure the best and brightest to Wisconsin. Young people need a good reason to pick our area, and passing the Higher Ed/Lower Debt bill to allow them to refinance their student loans at lower interest rates would be a start.

MADISON - In response to an announcement from Governor Walker that he is seeking funding for an ad campaign to try to attract young workers to Wisconsin, State Senator Dave Hansen (D-Green Bay) said gimmicks and ad campaigns are not the answer.

“Young people are intelligent and savvy as many advertisers will tell you,” said Hansen. “Slick ad campaigns will not keep or lure them to Wisconsin if we do not give them a good reason to choose our state as opposed to places that might be more attractive because of their weather, mass transit or metropolitan areas.”

Hansen said one of the best ways to keep and attract young workers would be to pass his Higher Ed/Lower Debt bill that would allow Wisconsin residents to refinance their student loans at lower interest rates.

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