

Michigan Ad Highlights President Biden's Work to Grow Economic Opportunity

Written by Biden for President 2024 Press
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Today, Team Biden-Harris is launching a new ad, “The Work,” focused on how President Biden’s Bidenomics agenda is investing in America and giving hardworking families economic freedom and opportunity. The ad features Darren, a small business owner and entrepreneur from Detroit, Michigan, who shares how President Biden’s policies are supporting small businesses like his, allowing them to grow and create jobs in their communities. In “The Work,” Darren highlights how President Biden is focused on doing stuff that actually helps everyday people. The piece drives home the core of President Biden’s economic agenda: investing in our people and strengthening the middle class promotes economic growth that benefits all Americans in all of America.

The spot will run on general market programming in the Detroit, MI market, which will include target-rich programming like The Voice, Survivor, high-rated local and network news adjacencies, and high-rated sports programming, including around the Detroit Lions v. Chicago Bears NFL game on December 10. The spot will also run on national cable news.

“President Biden believes that the best way to grow the economy is to grow the middle class. That’s why from Day One he has been doing the work to invest in hardworking American families. And his policies are making progress, creating economic opportunities, empowering workers, and helping lower costs for families. Meanwhile, Donald Trump and Republicans are pushing a MAGAnomics agenda centered on slashing taxes for the ultra-wealthy and big corporations, cutting Social Security and Medicare, and raising costs for working families,” **said Biden-Harris 2024 Campaign Manager Julie Chavez Rodriguez.**

“This ad will remind voters exactly whose side President Biden, Vice President Harris and their administration is on. It’s a stark contrast with Donald Trump’s America where he always chooses to side with the ultra-wealthy and big corporations at the expense of everyday people.”

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