Written by Kelda for Governor Press Thursday, 19 July 2018 13:07 -



Roys' TV and digital buy marks her campaign's first major investment in paid media this cycle. See both here.

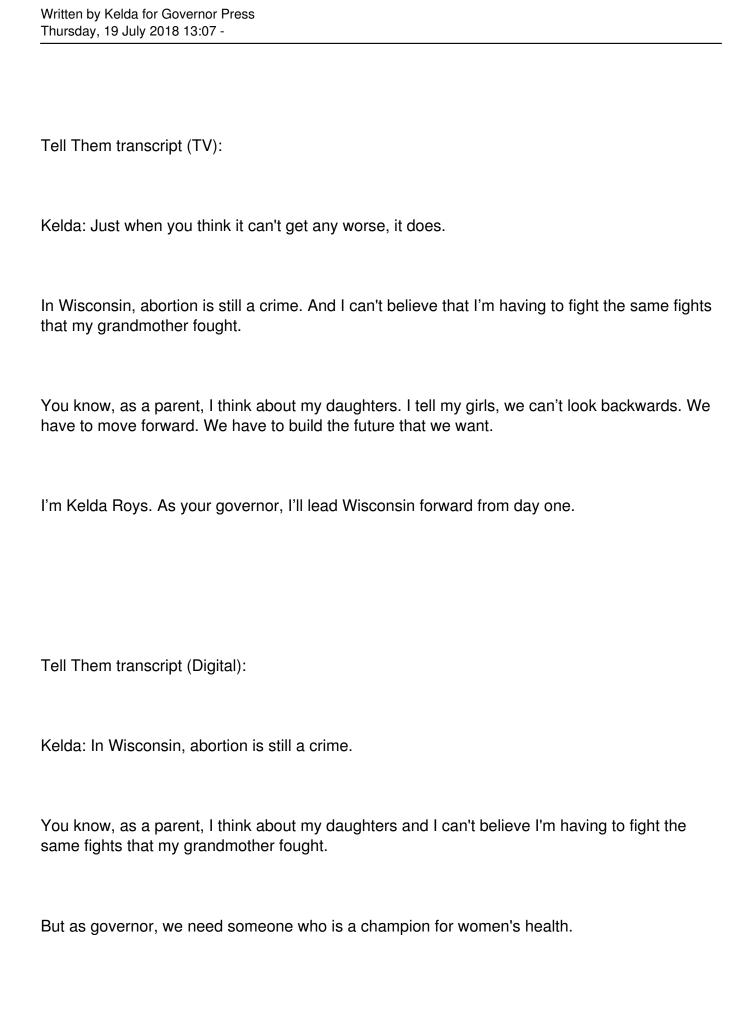
MADISON, WI - Tomorrow, Democratic gubernatorial candidate Kelda Roys will be launching her advertising campaign with a video highlighting her fight for choice and commitment to move Wisconsin forward.

Roys' TV and digital buy marks her campaign's first major investment in paid media this cycle. The 30 second TV spot can be viewed here and the 15 second digital spot can be viewed here . A transcript of the ads has been provided below.

"Right now, Wisconsinites are facing a serious threat to our right to choose," said Roys. "Our governor cannot just passively support choice, she needs a proven track record of fighting for it. She must be a champion for women's health. I have that record, and as governor, I will be your champion."

The latest Marquette poll found that Wisconsin is still a strongly pro-choice state, with 63% of Wisconsinites supporting legal abortion in all or most cases. While overwhelming numbers of Democrats and Independents support the right to choose, even 46% of Republicans support choose in all or most cases.

Roys Hits Airwaves with Ad Campaign Focused on Choice



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Kelda Roys, 39, is a small business owner, attorney, former state representative, and past head of NARAL Pro-Choice Wisconsin who has been standing up for women and families throughout her career. In the Assembly, she stood out as an influential and effective lawmaker, delivering results for working families and helping lead the opposition to Governor Scott Walker's divisive agenda. As a parent and step-parent of four girls, Roys will fight for paid family leave, affordable childcare, great schools, and quality healthcare for all. In a year in which Wisconsin voters are ready for change, Kelda Roys provides the clearest contrast to Scott Walker.