



Partnership investing \$300,000 to urge voters to defend reproductive freedom and abortion access against increasingly harsh attacks by the GOP.

Washington, D.C. — In partnership with NARAL Freedom Fund, Priorities USA Action has launched a new digital ad, “Automatically,” connecting today’s reversal of *Roe v. Wade* to a potential nationwide abortion ban as part of Trump and the GOP’s long-term agenda. The ad seeks to mobilize voters to the ballot box against further efforts to ban abortion.

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Watch “ [Automatically](#) ” here.

The ad will reach voters in Arizona, Michigan, Pennsylvania, Wisconsin and Nevada. The ad warns, if Congress falls into Republican hands, the GOP has [indicated](#) that they will push for a [nationwide](#) ban on abortion. Research from Priorities has indicated that abortion has been a priority for voters long before the Dobbs decision was released.

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As the midterm elections rapidly approach, Priorities is honing in on top voter concerns like abortion to re-engage key constituencies in battleground states. By associating the GOP with the loss of hard-fought freedoms and extremism, voters can more easily grasp the urgency and necessity of voting for pro-choice Democrats this year and every election. NARAL Freedom Fund will be mobilizing the [8 in 10](#) Americans who support abortion access in key states so that voters understand what's truly at stake and vote for candidates who champion reproductive freedom.

"I am angry and devastated by the decision to overturn Roe v. Wade and threaten the lives of millions of women, specifically low-income and Black and Brown women. This dangerous decision by a partisan, right-wing Supreme Court has been celebrated by Republicans, who are working toward even more draconian restrictions to abortion, birth control, and on the rights of LGBTQ+ people," said **Priorities USA Deputy Executive Director Aneesa McMillan**. "In Priorities' extensive work communicating with voters, it's clear that abortion access is a top concern, across demographics and ideological affiliation. We will continue to communicate the real threat the Republicans pose to our fundamental rights and encourage voters to fight back by supporting pro-choice Democrats at the ballot box."

"The Supreme Court's decision to overturn Roe v. Wade and our constitutional right to abortion is nothing short of devastating, but it is not surprising. Republicans have waged a decades-long campaign to ban abortion and take away our fundamental freedoms – and it's clear they have no intention of stopping here. The anti-choice movement and its political allies have already made public their intent to enact a nationwide ban on abortion," said **NARAL Research Director Dina Montemarano**.

"We will mobilize the 8 in 10 Americans who support legal abortion in all corners of this country to build political power and fight back for freedom. We are sending a message loud and clear to the lawmakers working to roll back our freedom: We'll see you at the ballot box this November."