http://newiprogressive.com/images/stories/S5/wisc-leaving-s5.jpg

$6.8 million advertising campaign doesn’t reflect Walker's real priorities, which undermine quality of life he touts.

MADISON, WI – A proposal pushed by Governor Walker to spend an additional $6.8 million on an advertising campaign received a public hearing in the Assembly Wednesday. The advertising campaign aims to lure millennials to move back to the state despite Wisconsin having the 4th worst roads in the nation and dropping as a leader in conservation.

“It is ridiculous Gov. Walker and Republicans aren’t looking at their own policies that have driven away young adults and contributed to our state’s brain drain crisis,” said Senate Democratic Leader **Jennifer Shilling** (D-La Crosse). “Millennials are increasingly choosing to live in states that invest in public transit, promote workplace flexibility and support student loan debt relief.”

The American Public Transportation Association found that 61% of millennials want more reliable public transit options and a recent report revealed that Wisconsin has dropped as a leader in conservation under Republican control.

“As a mom, I want my boys to have the same opportunities and desire that I had to stay in Wisconsin,” Shilling said. “The money used for this advertising campaign doesn’t fix the underlying problems that are driving people away. We need to make Wisconsin a place where the next generation wants to live, work, and raise a family. Without that, we won’t retain and attract the workers we need.”

With 55% of moves being out of state, Wisconsin was recently ranked tenth in the nation as most moved out of state.