

Biden for President Releases Second TV Ad of 2024 Cycle

Written by Biden for President 2024 Press
Wednesday, 03 May 2023 11:16 -



“[Backbone](#)” Part of Ongoing Two-Week, Seven-Figure Buy. Ad Will Run Across Eight Battleground States, Adding North Carolina and Florida.

WASHINGTON - Today, Biden for President announced its second television ad of the 2024 cycle, focused on President Biden’s economic agenda that is investing in all of America, rebuilding our roads and bridges, and rewarding hard working Americans.

President Biden’s economic agenda is delivering results for the American people, including more than 12 million jobs and the largest infrastructure investments in seven decades. The President and Vice President Harris are running to finish the job: to grow the economy from the middle out and bottom up, not the top down; to lower child care and prescription drug costs; and to protect Social Security and Medicare.

The ad is the second of a two-week, seven-figure buy that is running on national cable channels and digital platforms in key battleground states and markets, adding Florida and North Carolina this week to the six states previously announced. The states and markets for the second week include: Arizona: Phoenix, Tucson; Florida: Orlando, Tampa; Georgia: Atlanta; Michigan: Detroit, Grand Rapids-Kalamazoo, Lansing, Flint-Saginaw; Nevada: Las Vegas, Reno; North Carolina: Charlotte, Raleigh; Pennsylvania: Philadelphia, Pittsburgh, Wilkes-Barre-Scranton; Wisconsin: Milwaukee, Green Bay, and Madison. The media buying strategy reflects a campaign that’s optimizing for reach – buying across a broader set of markets to go deeper into states and reach more voters.

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In 2020, President Biden and Vice President Harris assembled a broad and diverse coalition that resulted in the most votes in American history for a presidential ticket. Coming off of the one of the best midterms for a sitting president since FDR, including key wins in six of these states, they will do it again in 2024 and prevail over the extremist MAGA agenda.



Watch “Backbone” [HERE](#) .

Full Transcript of Ad:

President Biden: “Too many people have been left behind and treated like they’re invisible.

Folks, my economic plan is about investing in places and people that have been forgotten.

It’s about making things here in America again. It’s about good jobs. It’s about the dignity of work.

And it’s about damn time we’re doing it.”

Narrator: “Joe Biden is determined to reward hard work. That’s why he passed historic laws that rebuild our roads and bridges, invest in our factories, and bring back American manufacturing.

Over 12 million jobs have been created. And Joe Biden’s building an economy that leaves no city, no town, no American behind.”

President Biden: “We’re investing in places and people that have been forgotten. They’ve been invisible. But we haven’t forgotten.

We’re building an economy from the bottom up and the middle out where no one’s going to be left behind.”

Narrator: “Joe Biden. A president for all Americans.”

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President Biden: “I’m Joe Biden. And I approve this message.”