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Contact: Nathan Craft

media@scottwalker.com

[VIDEO: Walker Campaign Launches Statewide Digital Ad Highlighting Wisconsin's Workforce Development Efforts](#)

[Madison, Wis.] – Gov. Scott Walker's campaign on Tuesday launched a statewide digital ad highlighting how Wisconsin is working with bold reforms that are delivering positive results and building our workforce.

The ad details how Wisconsin made the tough decisions that resulted in balanced budgets and enabled the state to invest historic amounts in our classrooms – including \$200 more per student this year and \$204 more per student next year. Additionally, Wisconsin's bold reforms have resulted in increased Sparsity Aid for rural school districts and further investments in worker training to help everyone who wants a job, find not just a job, but a career.

You can watch the ad, entitled "Working" [here](#). The ad begins:

Before we took office, Wisconsin lost over 130,000 jobs.

Thankfully, we've more than recovered them and wages are rising. More Wisconsinites are working than ever before and unemployment is near a record low.

We're investing in worker training so that anyone who wants a job, can find not just a job but a career.

We made tough choices to balance the budget so now we could invest record amounts in education but there is more to be done.

Let's keep moving Wisconsin forward for our hard-working families.

The ad will run on a range of online and social media platforms. It's the fourth in a series of ads the Walker campaign has launched on the governor's record and his plans for more bold reform to keep moving Wisconsin forward.

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Paid for by Friends of Scott Walker
