

KELDA ROYS

STATE SENATE

For Immediate Release

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Kelda Roys Endorsed by Women Lead Wisconsin

Madison, WI -- Kelda Roys has received the endorsement of Women Lead Wisconsin, an organization that advocates for reproductive health and women's rights legislative policy by supporting and promoting pro-choice, progressive candidates running for office.

"Kelda is a qualified, experienced, and effective progressive leader," the organization said of Roys in an email to its supporters. "Kelda is a lifelong champion for women's health and reproductive justice. She is an attorney and served two terms in the Assembly and co-authored Wisconsin's Healthy Youth Act, a comprehensive sex education law. She served as the Executive Director of NARAL Pro-Choice Wisconsin, where she took on Wisconsin's shameful racial disparities in infant mortality and helped pass the first piece of pro-choice legislation in three decades, the Compassionate Care for Rape Victims Act. As vice-chair of the Assembly Health Committee, she helped expand BadgerCare to 80,000 more Wisconsinites."

The endorsement adds to a growing list of pro choice and women's rights organizations supporting Kelda Roys for State Senate, such as VoteProChoice, The Progressive Change Campaign Committee and #VoteMama, as well as dozens of state and local elected officials and former elected officials supporting Roys' candidacy.

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Roys is running for the open State Senate district being vacated by the retiring Sen. Fred Risser. A Madison native, Kelda Roys, 41, is an experienced legislative leader, small business owner, and health care advocate. She ran for governor of Wisconsin in 2018, and as a State Representative, she helped lead the opposition to Act 10, Scott Walker's 2010 attack on unions. Roys and her husband, Dan Reed, live in the 26th Senate District with their four girls.