



FOR IMMEDIATE RELEASE

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VIDEO: Walker Launches Statewide TV Ad Laying Out Plan to Keep Wisconsin Working for Generations to Come

Ad features governor laying out policy proposals to address workforce development, working families, student loans, and low-income seniors

[Madison, Wis.] – The Walker campaign on Wednesday launched a new statewide TV ad to begin laying out the governor’s positive agenda to keep Wisconsin working for generations to come – including plans to develop our future workforce with expanded youth apprenticeships, help working families afford child care, reduce student loan debt, and help low-income seniors stay in their homes.

Scott Walker’s bold reforms have turned our state around – and now, Wisconsin is on a roll. After setting a new record low in the unemployment rate earlier this year, we’ve now been below the previous record low of 3 percent for 5 straight months – we’ve invested historic actual-dollars into education and we’ve cut taxes for Wisconsin’s hard-working families by over \$8 billion. Now, Scott Walker is laying out how we can build on that success with more bold reforms – our plan for the next four years will benefit our state’s seniors, families, and millennials in order to keep Wisconsin working for generations to come.

You can watch the ad, entitled “We’re Just Getting Started,” [here](#). The ad begins:

Governor Walker: *Hi, I’m Scott Walker.*

Wisconsin’s on a roll.

Lower taxes. More money in education. Record-low unemployment.

And we’re just getting started.

Our plan reduces student loan debt for graduates who work in high demand careers here in Wisconsin.

It makes youth apprenticeship programs available to 7th and 8th graders.

Helps senior citizens stay in their homes.

And makes it easier for working families to afford childcare.

Together, we can keep Wisconsin working for generations to come.

The spot will run on television as well as on a range of online and social media platforms. It is the fourteenth ad the Walker campaign is running on the governor's strong record of getting positive things done and his plans for more bold reform to keep Wisconsin working for generations to come.

[Walker campaign ads](#) have long highlighted the governor's record on building our workforce, investing in education, jobs and the economy, Foxconn's statewide economic impact, support for rural communities, efforts to help students with disabilities, fighting the opioid epidemic, and more.

Scott Walker's Agenda to Keep Wisconsin Working for Generations to Come

Wisconsin is Working. There are more people in Wisconsin's workforce in 2018 than ever before. Unemployment has been below the previous historic low of 3 percent for 5 months in a row. Wages are growing faster than the national rate. The percentage of adults working is one of the highest in the country.

Wisconsin is on a roll. But we are not done yet. Scott Walker has a plan to Keep Wisconsin Working for Generations to Come.

Connecting Students with Careers

Scott Walker wants to expand youth apprenticeships to students in 7th and 8th grades to prepare them for success. This will help ensure that every student graduates from high school with a career plan. His plan also includes expanding support for our technical colleges in Wisconsin – as many of the emerging careers require technical education.

Reducing Student Loan Debt

To reduce student loan debt and to help keep our graduates here, Scott Walker proposes a tax credit of up to \$5,000 over five years for college graduates who live and work in Wisconsin. Plus he will continue the UW tuition freeze for four more years. We need to fill high-demand careers and this is another great tool to keep our graduates here.

Helping Seniors Stay in their Homes

Scott Walker will provide a tax credit for senior citizens to stay in their homes. In the past, too many

of our seniors faced a financial crunch with high property taxes, high prescription drug costs and high healthcare costs. Scott Walker has a plan to help our seniors. And this will help grow the workforce as many of our retirees can become mentors for the next generation of workers.

Affordable Child Care for Working Families

Scott Walker will provide a tax credit for working families to ease the burden of child care costs. He will also continue to lower the burden on hard-working taxpayers and will seek to continue the Back-to-School Sales Tax Holiday.

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