



**For Immediate Release  
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**Contact: Matt Kittle: 608-441-5110  
Email: [info@empowerwisconsin.org](mailto:info@empowerwisconsin.org)**

### **Empower Wisconsin: Wisconsin's New Conservative Information Hub**

Madison, WI ---- A new conservative education and advocacy organization, Empower Wisconsin, launched today with a multimedia website. Conservative activists including Eric O'Keefe and former Wisconsin State Representative Adam Jarchow will lead the organization. The group has named investigative journalist and talk radio host Matt Kittle to serve as its Executive Director.

"Empower Wisconsin will amplify the voices of conservative organizations, educate and mobilize activists, and serve as a watchdog that holds our elected officials accountable through old fashioned investigative journalism," said Adam Jarchow, President of Empower Wisconsin.

"Today we launch Empower Wisconsin, the Badger State's premiere conservative information hub," said Matt Kittle. "I am thrilled to be joining this organization of liberty-loving conservatives. These are critical times for our nation and state. We either stand up for limited government and liberty, or we surrender our freedoms," Kittle said.

"Empower Wisconsin will educate, advocate and mobilize conservative voices with a strong and well-defined issue agenda. In addition, it will develop a network of like-minded organizations at the state and federal levels to maximize the power of our collective efforts," added Kittle.

In addition to serving on the board of Empower Wisconsin, political strategist, activist, and author Eric O'Keefe will lead the Empower Wisconsin Foundation, a 501(c)(3). As a target of Wisconsin's infamous John Doe investigation, O'Keefe knows first-hand what it means to have his liberty threatened by abusive government agents.

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***Empower Wisconsin, Inc. is a nonpartisan, nonprofit advocacy organization that advances a conservative agenda focused on basic civil rights and limited government. Empower Wisconsin operates as a tax exempt advocacy organization under section 501(c)(4) of the Internal Revenue Code.***