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**WATCH: New Evers Ads Focus on Plan to Lower the Cost of Healthcare & Prescription Drugs**

*In "Jacque" and "Sue," Wisconsinites share how Tony Evers' "Pay Less for Rx" plan for Wisconsin would help them*

Madison, WI -- Today, Tony Evers' campaign released two new ads featuring Wisconsinites talking about their challenges with high health and prescription drug costs, and how Evers' "Pay Less for Rx" plan would help them. [Evers' plan](#), released yesterday, would help reduce the cost of prescription drugs by stopping prescription price gouging, demanding transparency and accountability from pharmaceutical companies, protecting and expanding SeniorCare, working to safely reimport prescription drugs from Canada, and reducing state expenses on prescription drug purchases.

"Across our state, the cost of healthcare and medication continues to rise," said Evers campaign manager Maggie Gau. "Tony Evers won't just talk about reducing the price of prescription drugs, he has a plan to follow through and provide real relief to Wisconsin families. Under the Pay Less for Rx Plan for Wisconsin, Tony will make sure that Wisconsinites have affordable options when it comes to purchasing prescription drugs."

"Jacque" and "Sue" will run statewide on both television and digital formats.

"Jacque" can be viewed [here](#), and a full transcript is below.

**"Jacque" Transcript:**

*\$200 a day for this pill.*

*I can't afford it.*

*Even though it could extend my life by a decade.*

*I have a life threatening kidney disease,*

*And all I want is more time with my girls and my family.*

*That's why I'm voting for Tony Evers for governor.*

*He brings me hope.*

*He's got a good plan to lower healthcare and prescription drug costs.*

*And he won't play politics with our healthcare like Scott Walker.*

*I think it's time for a change.*

"Sue" can be viewed [here](#), and a full transcript is below.

**"Sue" Transcript:**

*The cost of healthcare in Wisconsin is absolutely outrageous.*

*I have Stage Four breast cancer.*

*It's terrifying.*

*Scott Walker would rather play politics than deal with our healthcare costs.*

*Here in Wisconsin, we pay 50% more than people 3 miles away in Minnesota.*

*Tony Evers.*

*He's got a good plan for lowering healthcare costs and the price of prescription drugs.*

*It's time for a change.*

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