

FOR IMMEDIATE RELEASE  
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**ICYMI: Tony Promotes Real Solutions to Rising Prescription Drug Costs in WI**  
*Tony Evers' "Pay Less for Rx" plan would reduce costs and increase transparency for prescription drugs*

Madison, WI -- Democratic candidate for governor Tony Evers introduced his plan to reduce the price of prescription medication, "[Pay Less for Rx](#)" this week, and his proactive, common sense solutions are gaining attention across the state. Yesterday, Tony spoke alongside Thea Territo and Susan Hass, two women with chronic medical conditions who have felt the impacts of skyrocketing prescription drug prices firsthand. The Evers campaign also released two new ads, [Sue](#) and [Jacque](#), featuring Wisconsin women sharing their struggles with high prescription drug costs and thanking Tony for his plans to tackle these high costs head on. Under Evers' plan, thousands of Wisconsin families would see relief from rising costs for needed prescription medication.

***Tony Evers' "Pay Less for Rx" Plan for Wisconsin***

- Stop prescription price gouging and consumer exploitation
- Demand transparency and accountability from Big Pharma
- Support safely reimporting prescription drugs from Canada at a lower cost to Wisconsin families
- Protect and expand SeniorCare for Wisconsin's seniors
- Save Wisconsin taxpayer dollars by reducing state expenses on prescription drug purchases

**Read reports coming in about Evers' new plan:**

**[Milwaukee Journal Sentinel](#): Tony Evers proposes to fine pharmaceutical companies over 'excessive' price increases, expand SeniorCare**

*Democratic candidate for governor Tony Evers **would seek to lower prescription drug prices** by creating a new state board that would have the authority to review price hikes and **impose fines on drug makers for "excessive" increases.***

*... "We shouldn't have to use GoFundMe (websites) to pay for medical bills, and we shouldn't walk into our pharmacies wondering whether a prescription is going to cost an arm or a leg or both," Evers said in a statement. "The bottom line is that **too often health care isn't affordable in Wisconsin, in large part due to the high price of prescription drugs.**"*

[AP](#): Evers touts pharmaceutical plan with new ads

Evers on Tuesday **unveiled the ads featuring people talking about their struggles to pay for medicine they need.** In one , a woman from Oconomowoc says she can't afford a pill that costs \$200 a day that can help him fight kidney disease. In another , a woman from Onalaska with breast cancer says **the cost of health care in Wisconsin is "absolutely outrageous."**

Evers released a plan Monday designed to reduce prescription drug costs by creating a new state board to review price hikes and fine drug makers for excessive increases, expanding the SeniorCare program and reducing state expenses on prescription drug purchases.

[WSAU](#): Evers Promotes New Prescription Drug Plan

Part of Evers plan includes **setting up system used in other states to stop price gouging.** "Putting this plan together, it's done in other states. Where we actually have a person or a board who actually has **an opportunity to make sure that price gouging does not happen in the state of Wisconsin.**"

... Evers stresses that lawmakers in Wisconsin need to be proactive about lowering the skyrocketing prescription drug costs. **"The costs are excessive and we just can't wait for some accident to happen.** Or wait for people to have struggles like the two people that were talking in there. We need to be proactive around it. **The people of Wisconsin need protection from the gouging that these pharmaceutical companies do."**

[WJFW](#): Tony Evers pushes for affordable prescriptions at stop in Wausau

Evers wants to follow the lead of other states in the country that have a person or a board that **makes sure price gouging doesn't happen.** His plan includes getting drugs from Canada, and making sure **senior care is an affordable option.**

Two women spoke at the Marathon County Democratic Party Office about their difficulties paying for prescription drugs.

"The costs are excessive and we can't wait for some accident to happen, wait for people to have struggles like the two people talking in there. We need to be proactive about it. **The people of Wisconsin need protection from the gauging that big pharmacy companies do,**" said Evers.

[WAOW](#): Tony Evers talks prescription drug costs, recent poll findings

Democratic gubernatorial candidate Tony Evers stopped in Wausau Wednesday afternoon.

He talked about his plan to reduce prescription drug costs if elected. It involves **regulating those costs to hold pharmaceutical companies accountable.**

*"Obviously people have to make a profit. I get that," said Evers. "But if it seems excessive, **we will have the ability to actually fine those companies and return that money to the people who have been impacted by this.**"*

**Bottom line:** Tony Evers knows that it's not enough to just hear the problems of people in Wisconsin when it comes to soaring health care and medical costs. He's ready to take action to fix rising drug prices and provide relief for Wisconsin families. "Pay Less for Rx" would lower costs, increase transparency, and save money on prescription drugs for everyday Wisconsinites.

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Paid for by Tony for Wisconsin, Connie Hutchison, Treasurer