



FOR IMMEDIATE RELEASE

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Wisconsin's "Guardians of Democracy" Unite with Launch of New Statewide Ad Campaign *VoteSafe Plans a Six-Figure Cable and Digital Spend Behind a New Ad*

(Madison, Wis.) – Today, VoteSafe released a new statewide TV and digital ad campaign featuring Kathy, a 30-year resident of Wisconsin and chief Election inspector in Ozaukee County. Kathy is committed to ensuring Wisconsin has a safe and secure election this Nov. 3.

In the [ad](#), Kathy said there is nothing more important than the integrity of the vote and there are safeguards in place to make sure votes are safe and secure. For Kathy, "protecting your vote" is something she takes very seriously.

"Election officials across the state work to ensure that every lawfully cast ballot is counted and that our elections are conducted with integrity," said Attorney General Josh Kaul (D), VoteSafe co-chair. "Folks like Kathy who know our system best can attest that Wisconsin's election system is safe and secure."

VoteSafe WI co-chair and former Wisconsin Attorney General J.B. Van Hollen (R) said of the ad campaign, "Whether you vote at the polls in person or want to fill out your ballot at home via secure absentee, we want every Wisconsinite to vote in a manner that is safe, secure, and efficient."

More than a million absentee ballots were cast in the Wisconsin presidential primary last April. With the general election in November quickly approaching, the VoteSafe WI coalition urges voters who have an absentee ballot to return it as soon as possible to meet the deadline and therefore make sure your vote is counted.

VoteSafe WI's bipartisan coalition includes principled leaders who want to ensure voters have ballot access in ways all parties can agree on — accessible, secure absentee voting and safe, in-person voting sites. Wisconsinites should have choices so they can exercise their right to vote without risking their health. VoteSafe WI is part of a national network of VoteSafe coalitions who are committed to secure absentee ballots and safe polling sites while pursuing their goals in a way that makes sense in their respective states.

VoteSafe WI's principles are as follows:

- Wisconsin should ensure that voters have broad access to both secure absentee ballots and safe, in-person voting sites; and
- Public officials shall use all tools within their authority to ensure that every ballot is verified and every vote is counted. The American people must be able to trust the process and the result.

The national VoteSafe coalition is a cross-partisan group of elections administrators and nonpartisan organizations endorsing the simple principle that every American has the right to vote safely amidst the pandemic. Its goal is to ensure the safety and security of all voters as they exercise their constitutional right. The national coalition is co-chaired by former Secretary of Homeland Security and Pennsylvania Gov. Tom Ridge (R) and former Michigan Gov. Jennifer Granholm (D).

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About VoteSafe Wisconsin

VoteSafe WI is a bipartisan coalition made up of principled leaders who want to make sure voters have ballot access in ways both sides of the aisle can agree on -- accessible, secure absentee voting and safe in-person voting sites. It is part of a national network of coalitions.

For more information visit wi.votesafe.us