



FOR IMMEDIATE RELEASE

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### **Kevin Nicholson for U.S. Senate Announces Additions to Growing Campaign Team**

**Delafield, WI** - Kevin Nicholson, a Marine, outsider and the conservative candidate for United States Senate, today announced major additions to his growing campaign operation.

"I'm thrilled to announce these additions to our team but I'm even more excited about the momentum our campaign is seeing on the ground every day from Wisconsinites energized to defeat Tammy Baldwin and finally bring some real change to a dysfunctional Washington, DC," said Nicholson. "I know that we are in a great position to win, and I'm honored to have such a talented team committed to victory."

This announcement follows the recent unveiling of Wisconsin leader Jim Klauser as Honorary Campaign Chairman. The Kevin Nicholson for Senate Team includes:

*General Consultant, Axiom Strategies*

Axiom Strategies, the largest GOP consulting firm in the nation, is proud to join Team Nicholson in the role of General Consultant. **Jeff Roe**, Axiom's founder and CEO has played a prominent role in national politics and numerous Wisconsin campaigns including managing Ted Cruz's campaign for President which notched an impressive victory in the Wisconsin primaries. **Brandon Moody** of Axiom has served as a

strategist and advisor for several Wisconsin campaigns including Representatives Sean Duffy, Glenn Grothman, and Reid Ribble.

*Polling / Analytics, WPA:*

**Chris Wilson and Ashlee Rich Stephenson** from WPA Intelligence have joined Team Nicholson handling polling, analytics and data technology for the campaign. WPAi's recent Wisconsin successes include the critical 2016 effort with the Club for Growth on behalf of Senator Ron Johnson's re-election race. Under the direction of Chris Wilson in the role of Cruz for President's Data, Analytics and Digital Director, Senator Cruz won the Wisconsin Presidential Primary in April of 2016 by a 13-point margin. Ashlee Stephenson has led recent successful Midwest efforts in the role of General Strategist, including helping to guide Senator Joni Ernst's win in 2014 and Congressman Jason Lewis (MN-02) unexpected victory in 2016.

*Media, Something Else Strategies:*

**Malorie Thompson and Heath Thompson** of Something Else Strategies will lead the media efforts for the campaign. With nearly a decade of winning work in campaign media consulting, Malorie has served as lead production and creative consultant for some of the nation's most hotly contested races, including Senators Marco Rubio and Joni Ernst and Governors Pete Ricketts and Bruce Rauner. Heath has advised leading Republican candidates throughout the country and produced award-winning media for Presidential, Senate, Gubernatorial, and Congressional campaigns. He most recently served as media consultant for Governor Bruce Rauner, Governor Pete Ricketts, Senator Joni Ernst, and Senator Marco Rubio.

*Fundraising, Mary Stitt, Falcia Mandel, Erika Sather:*

Kevin's in-state fundraising efforts continue to be led by prominent Republican fundraiser **Mary Stitt**. Stitt has decades of Wisconsin

experience and has served as a fundraiser for Governor Scott Walker and Speaker Paul Ryan, among many other Republican leaders.

**Falicia Mandel** joins Team Nicholson as the Finance Director. Mandel most recently completed a stint at the National Republican Senatorial Committee in the role of Regional Finance Director. Mandel was the Iowa Finance Director for U.S. Senator Joni Ernst's 2014 victory.

The campaign's national fundraising efforts continue to be led by **Erika Sather**. Erika has raised over \$450 million for senate candidates, Super PACs and 501c4s during her 14 year fundraising career. She's held top leadership positions in numerous high profile U.S. senate campaigns and has spearheaded Super PAC efforts in dozens of key winning races.

Nicholson has been endorsed by a tremendous number of conservative leaders and organizations across the Republican spectrum, including Solutions for Wisconsin, the Club for Growth, Ambassador John Bolton, Freedom Works, The Madison Project and Great America PAC. To learn more, please follow the campaign on [Facebook](#), [Twitter](#) and visit our [website](#).

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