

New Russ Radio Ad - “To Heck With Us”

Written by Russ for Wisconsin

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New 60-second radio ad released Thursday says “Sneaky CEO Ron Johnson knows how to rig the system for himself”

MIDDLETON - Today, Russ for Wisconsin launched a new 60-second radio ad, titled “To Heck With Us.”

[LISTEN to “To Heck With Us” here.](#)

The narrator opens the ad by asking “Have you been to Ireland? Ron Johnson has... or at least his money has.” The ad then details the bombshell revelation of Senator Johnson’s shady dealings with Irish tax haven DP Lenticular, a “mechanism for funneling profits” -- which allowed him to cheat his way out of paying his fair share in taxes.

Senator Johnson (R-Ireland) doesn’t play by the same rules as working and middle class Wisconsinites: he champions a system that favors him and billionaire allies like Diane Hendricks -- allowing them to remain ahead while Wisconsin families struggle to pay their bills. But Sen. Johnson (R-Ireland) will need more than the luck of the Irish to pull the wool over Wisconsinites’ eyes: they’ve watched for nearly six years as Sen. Johnson’s stood behind big money corporate interests in Washington, supporting corporate tax loopholes that favor multi-millionaires like himself, not the middle class and working families of Wisconsin.



Russ will fight to build an economy that works for everyone, not just CEOs and multi-millionaires like Sen. Johnson. He’s traveled to all 72 counties to listen to Wisconsinites’ priorities and concerns, and he’s heard the same from Wisconsinites around the state: they want good jobs that pay a living wage, affordable childcare and higher education, and secure retirement security that allows them to retire with dignity. With Russ, Wisconsinites will have a champion who

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listens to them first -- not to the leprechauns whispering in their ears.

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