



FOR IMMEDIATE RELEASE

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BUSINESSMAN ERIC HOVDE LAUNCHES STATEWIDE TELEVISION AD TO OPEN WISCONSIN

OpenWisconsinToday.org to serve as Action Center with petition and key information

[Madison, Wis.] – Today, Eric Hovde announced the launch of a [statewide television ad](#) focused on Wisconsin’s ongoing lockdown, which is well into its second month. In trying to learn the reasoning behind Governor Evers’ decision to extend the closures, Hovde asks a series of questions that the citizens of Wisconsin deserve to have answered. Unfortunately, jobs, livelihoods, and well-being have been severely impacted by the ‘Safer at Home’ Order – despite evidence that initial projections of COVID-19 cases and deaths remain far off from what actually has occurred.

Click [here](#) to view the ad. It will air statewide starting Wednesday across broadcast and cable television. OpenWisconsinToday.org will serve as an Action Center where residents can sign a petition for opening the state and receive facts on both the shutdown and its negative long-term impact.

“It’s time to open Wisconsin given the data and the consequences of the shutdown,” said Eric Hovde. “Decisions are being made to lock down our state that are having both severe negative economic and health consequences for our citizens. Many other states with higher virus caseloads have already started reopening. Unfortunately, our governor has not addressed the science or facts on the ground to justify his decisions, and as a result, he has made the lockdown and pandemic appear political. This should not be about politics or partisanship. It should only be about the overall health and wellbeing of our citizens.”

AD SCRIPT: Questions for Governor Evers

Governor Evers, you extended the lockdown for our state until May 26. Many citizens are confused by your extension, and I have a few questions to help us understand.

- 1. Why did you extend the lockdown when we are far below your original projections for cases and deaths?*
- 2. Did you factor in the recent scientific studies that, thankfully, have shown the risk of death from coronavirus is substantially below what was originally feared?*

3. *You were also legitimately concerned about our hospitals getting overrun; however, did you recognize that never occurred and most hospitals are now empty?*
4. *With Wisconsin heading toward 20% plus unemployment, did you consider the impact to these peoples' livelihoods and health? We know the risk for heart attacks, strokes, suicides and drug overdoses all increase significantly when people are jobless or under financial stress.*

*It would be helpful to the residents of our great state if you could explain your reasoning.
Thank you. ###*

Open Wisconsin Today is the first project of Our Future Matters, a new 501(c)(4) organization comprised of people who care about the future of America. The decisions being made today are having significant impacts on the future generations of our country and the world. Our politicians are making short-term decisions without factoring in the long-term consequences of these actions. The political partisanship on almost every issue is hindering our nation's effectiveness today and burdening our future generations with failed policies geared towards winning reelection rather than the long-term prosperity of our nation. Our Future Matters will work to elevate the conversation surrounding these issues and promote solutions that can help put things back on track.

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