

THE LINCOLN PROJECT



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Press Release / Media Availability

The Lincoln Project Expands Viral Ad "Mourning In America" to Target More Voters in Swing States: Ohio, Florida, and Wisconsin

Tues., May 12, 2020 — The Lincoln Project today expanded the ad buy for “Mourning in America” — which so far has generated more than 20 million impressions among voters and the ire of President Trump — to four more cities, in three swing states.

“Mourning in America” contrasts Ronald Reagan’s 1984 iconic and optimistic political ad “Morning in America” with the devastation brought on by the Trump presidency.

This next ad buy by the Lincoln Project will target voters in Wausau, WI; La Crosse WI; Columbus, OH; and Fort Meyers, FL.

The Lincoln Project founders George Conway, Reed Galen, Jennifer Horn, Mike Madrid, Ron Steslow, John Weaver, Rick Wilson, Sarah Lenti, are available for comment.

In 1984 Ronald Reagan’s campaign launched an iconic and memorable political ad called “Morning in America.” ‘Morning’ highlighted the positive impact of a first term Reagan presidency and presented an optimistic vision of an America that was prosperous and peaceful. Under Donald Trump, we instead face “Mourning in America.”

“The Lincoln Project video highlights the effects of President Trump’s failure as a President and how he’s left the nation weaker, sicker, and teetering on the verge of a new Great Depression. In a time of deep suffering and loss, Donald Trump continues with his failed leadership and his inability to put the country before himself,” said Jennifer Horn, co-founder of The Lincoln Project.

“Americans are not only mourning the loss of each other, they are mourning the loss of their routine, families, and livelihoods. Trump and his administration failed at every turn to take the response to COVID-19 seriously until it was too late; now we face a collective mourning for the America we once knew.”

President Trump waited until March 13, 2020 to declare a national emergency in response to the coronavirus threat. On March 15th he declared that the virus was “something we have tremendous control over.”