



For Immediate Release

July 29, 2020

Contact: Madeline Pawlak, 608-284-8746, keldaforsenate@gmail.com

SEIU, “Healthcare Heroes” union, Endorses Kelda Roys

Madison, WI - SEIU Wisconsin announced today their endorsement of Kelda Roys' campaign for state senate. **SEIU Wisconsin State Council President Brenda Frary**, a Madison hospital worker, issued the following statement:

“SEIU Wisconsin State Council proudly endorses Kelda Roys for State Senate. Kelda brings a track record standing with working people and our unions. **Electing Kelda means ensuring this seat is filled by a proven champion who can help lead the fights inside the Capitol for living wages, healthcare for all, safe working conditions for essential workers, and racial justice.** We urge Madison voters to stand with healthcare, property service, and other essential workers by casting a ballot for Kelda Roys for State Senate.”

“I am thrilled to have the endorsement of SEIU, the union fighting for so many of our essential workers in the healthcare, caregiving, and service industries, among others,” said Roys.

Roys campaign spokesperson Madeline Pawlak said, “SEIU is one of the most important labor unions in the state. Their intersectional work on racial justice, worker rights, and economic inequality, is paving the way for the more just and equitable future that Kelda is focused on building.”

Roys has also been endorsed by groups representing nearly 2 dozen other labor unions, and nearly every current and former state legislator that has weighed in on the race. Roys is a former state representative, attorney, small business owner, and mom of young children. If elected, she would be the youngest woman in the Wisconsin State Senate.

###

Roys is running for the open State Senate district being vacated by the retiring Sen. Fred Risser. A Madison native, Kelda Roys, 41, is an experienced legislative leader, attorney, small business owner, and health care advocate. As a State Representative and Assembly Democratic Caucus Chair, she helped lead the opposition to Act 10, Scott Walker's 2010 attack on unions. Roys and her husband, Dan Reed, live in the 26th Senate District with their four girls.