



For Immediate Release

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## **Kelda Roys tops \$100,000 raised over 4 months**

Madison, WI -- Kelda Roys' state senate campaign filed a finance report covering July 1-27, showing that Roys raised nearly \$24,000, bringing her total raised since entering the race 4 months ago to over \$100,000.

"Kelda Roys is a grassroots fundraising powerhouse," **said campaign spokesperson Maddy Pawlak.** "Over 85% of Kelda's contributions are from Wisconsinites -- demonstrating that the people who know best strongly support Kelda's campaign. Over 81% of her contributions are \$100 or less, and Kelda hasn't accepted one penny of corporate PAC money in 10 years.

"These impressive numbers demonstrate that Kelda has the broadest support in this primary, and is the only candidate with the grassroots support and fundraising ability to help build a Democratic majority."

Roys' momentum continues to build -- she's earned the endorsements of groups representing over 2 dozen labor unions, including SEIU, national progressive organizations, about twice as many current and former elected officials as the rest of the field combined.

Roys also recently earned an enthusiastic endorsement from the Wisconsin State Journal, which noted, "Roys convincingly touts her ability to 'turn values into real results'" and that "Roys makes the strongest case for experienced and effective leadership."

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*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, small business owner, and health care advocate. She ran for governor of Wisconsin in 2018, and as a State Representative, 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.*