

KELDA ROYS

for GOVERNOR

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Kelda Roys Raises Over \$800k This Cycle **Roys raised \$650K since January, has over \$650,000 cash**

MADISON, WI -- Today, Democratic gubernatorial candidate Kelda Roys announced **she has raised over \$650,000** in the most recent filing period. **Roys will report having over \$650,000 in cash on hand** as of the finance report to be released in mid-July. Roys is on track to raise over \$1 million for the primary cycle.

“We’re honored by the broad support for our grassroots movement to restore opportunity and fairness to Wisconsin,” **said Roys**. “People across our state are responding to our hopeful, forward-looking plan to move Wisconsin forward, and investing in our campaign.”

Roys noted that nearly two-thirds of her donors are women - a stunning number, given that women historically account for less than a quarter of political giving; even in this “Year of the Women,” women’s giving is hovering around 30% of the total. Women constitute nearly 60% of the Democratic primary vote.

Roys’ July continuing finance report will show:

- Over \$650K this period
- Over \$800K raised this cycle
- Over \$650K cash on hand
- 65% of contributions came from women
- 70% of contributions came from instate donors

“Roys’ impressive fundraising shows she’s built a winning campaign and will have the resources necessary to win this primary and beat Scott Walker in November,” **said campaign spokesman Brian Evans**. “This report, combined with Roys’ growing list of endorsers and strong agenda for working families, shows yet again that Kelda Roys has all the momentum in this race.”

Roys received numerous contributions funded by the rebate checks Scott Walker sent in an effort to paper over his eight years of failed leadership.

“I refuse to let Scott Walker buy my vote,” said Michelle Dunphy, a Madison mother of two. “Instead, I decided to send my rebate check to Kelda Roys to help build a better future for my children and my family.”

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Kelda Roys, 39, is a small business owner, attorney, former state representative, and past head of NARAL Pro-Choice Wisconsin who has been standing up for women and families throughout her career. In the Assembly, she stood out as an influential and effective lawmaker, delivering results for working families and helping lead the opposition to Governor Scott Walker’s divisive agenda. As a parent and step-parent of four girls, Roys will fight for paid family leave, affordable childcare, great schools, and quality healthcare for all. In a year in which Wisconsin voters are ready for change, Kelda Roys provides the clearest contrast to Scott Walker.