



To: Partners & Allies
From: Jeff Spitko & Mark Spengler, Victory in the Senate
CC: Chuck Wolfe, Victory Fund President & CEO
Date: 7/11/2012
Re: Victory in the Senate Partners with EMILY's List WOMEN VOTE! Project for Tammy Baldwin

As you know, we are committed to Tammy's election to the U.S. Senate. This is going to be a tough fight and we are in it to win. But we need your help to do it.

In the last couple of weeks, the radical right, led by the Koch Brothers and their front groups Americans for Prosperity and American Commitment began an all-out assault on Tammy Baldwin, spending over \$1 million on the air in Wisconsin to distort her record. Not only that, but the two main contenders for the Republican nomination, former Governor Tommy Thompson and hedge-fund manager Eric Hovde have dumped millions on television to earn the right to take on Tammy in the fall.

The corporate-funded right-wing super PACs and Republican party will stop at nothing to take this seat away from Democrats in an attempt to take control of the U.S. Senate with their radical agenda. But The Victory Fund - in partnership with EMILY's List and Human Rights Campaign - won't let them.

As our recent internal polling confirms, **Tammy can win**, as long as we can present Wisconsin voters with the real choice in this election: a DC insider who will go to Washington and work for the wealthy and corporate special interests, or a progressive fighter who's always stood up for middle class Wisconsinites.

That's why we're helping to launch the first phase of our WOMEN VOTE! campaign for Tammy Baldwin, with a new [TV ad](#) that will target swing voters in the Milwaukee, Green Bay and Wausau media markets and a [website](#) and online campaign targeting swing women voters statewide.

Our organizations came together to partner on this race because of how critical it is to elect Tammy Baldwin to the U.S. Senate. We have been carefully preparing to counter the attacks on Tammy and her record, and today marks the beginning of our efforts to push back. We are expecting and preparing for a long campaign, and we appreciate your support in fighting back against the right-wing smear machine.

Please take a moment to watch our new TV ad, forward the ad and website on to your friends and colleagues, and join us by contributing at www.VictoryFund.org/VictoryintheSenate to help us fight back against these attacks.

For further information, please contact:
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