

Ivanka Trump in New Ad: My Dad Understands the Needs for a Modern Workforce

Friday evening, Republican presidential nominee Donald Trump's campaign released a new television ad that features his daughter, Ivanka, discussing motherhood.

In the 30-second spot, Ivanka—now a mother of three—discusses the importance of her father's proposal for childcare tax credits and family leave. She said that plan will “change outdated labor laws so that they support women and American families.”

“The most important job any woman can have is being a mother, and it shouldn't mean taking a pay cut,” she said. “Donald Trump understands the needs for a modern work force ... He will provide tax credits for childcare, paid maternity leave and dependent care savings accounts. This will allow women to support their families, and further their careers.”

The new ad is airing nationally, and was being “heavily rotated” into key battleground states immediately. It makes the first time Ivanka has been featured in a national campaign ad, talking about the policy plan she helped develop for her father's campaign.

“Mr. Trump's childcare affordability plan will immediately help millions of hard-working Americans provide for their families by introducing innovative solutions benefiting everybody,” campaign deputy communications director Jessica Ditto said. “Mr. Trump's clear vision on this issue sets him apart from Hillary Clinton, who has offered little more than partisan rhetoric and vague talking points. If you're looking for a change to improve America, Donald Trump will provide that leadership.”