

New Campaign Ad: What Does Electing Donald Trump Mean to You?

Thursday, Donald Trump presidential campaign released a new 30-second television ad titled “Consumer Benefit” highlighting Mr. his plan to lower childcare expenses, cut taxes and create jobs.

The ad opens with simple question: “What does electing Donald Trump president mean for you?” It then answers it with three quick points:

- **Families making \$60,000 a year:** You get a 20 percent tax rate reduction.
- **Working moms:** You get paid maternity leave and an average \$5,000 child care tax reduction.
- **Business owners:** Your taxes get cut from 35 to 15 percent so you can expand and create more jobs.

The ad will air nationally and will be heavily rotated into battleground states. To help kick off the new advertisement, a small business owner and Trump supporter, Dr. Terry Neese, founder of Terry Neese Personnel, made the following statement:

“It’s no wonder the majority of small-business owners like myself support Mr. Trump. He is the only candidate who has provided a substantial policy platform that creates jobs, cuts taxes and puts the economic well-being of Americans first. While his opponent has spent her career advocating for job-killing policies like Obamacare, Mr. Trump has been busy creating jobs and putting forth a clear vision for American success.”