

Ted Cruz Already Looking Ahead to Nevada With Latest Ad

After Saturday's very important South Carolina Republican Primary, the presidential nomination process kicks into a whole new gear.

Three days later, on Tuesday, Republicans in Nevada will gather for their caucus. U.S. Sen. Ted Cruz (R-Texas) isn't waiting for Saturday night's results from the Palmetto State to launch his efforts in the Silver State. He unveiled his first Nevada-specific ad on Thursday afternoon.

The 30-second spot, titled "Nevada Land," continues the Cruz campaign's attacks on Republican front-runner Donald Trump over the issue of eminent domain and federal ownership of land. It features Cruz speaking directly to the voters:

"Eighty five percent of Nevada is owned and regulated by the federal government. And Donald Trump wants to keep big government in charge. That's ridiculous.

"You, the people of Nevada, not Washington bureaucrats, should be in charge of your own land. If you trust me with your vote, I will fight day and night to return full control of Nevada's lands to its rightful owners—its citizens. Count on it."

Trump currently holds a 22-point lead over Cruz in recent polls, according to Real Clear Politics. But unlike in Iowa, Nevada delegates aren't bound to the results of the caucus popular vote, making the Silver State a test of organizational strength rather than get-out-the-vote efforts.

Cruz got a boost in that regard, as well, on Thursday. Carl

Bunce, who was Rand Paul's senior advisor in Nevada, announced his endorsement and encouraged "libertarian-leaning conservatives" to caucus for the Texas senator.

Bunce joins former Huckabee state leaders Assemblyman John Ellison and former Nevada Republican Party National Committeeman James Smack, who also endorsed Cruz.

"In Nevada and throughout the country, a growing coalition of courageous conservatives continue to unite around us, and I'm thrilled to have Carl joining our team," Cruz said. "Carl has been a staunch advocate for the liberty movement in Nevada and throughout our nation. He brings great experience to our campaign in uniting and turning out libertarian-leaning Republicans, and ensuring they stay engaged in the political process and have their voices heard in the upcoming election."