



For Immediate Release:
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TEAM TRANEL Releases New Radio Ad - *Leadership*

Cuba City, WI - Farmer and small business owner Travis Tranel has released a new radio ad. Tranel is seeking to be the next state representative of the 49th Assembly District. He must first win a 3 person Republican Primary on September 9th in order to challenge current State Representative Phil Garthwaite in the November General Election.

The ad, entitled *Leadership*, highlights Tranel's biography. The ad will start airing this week in the Southwest Wisconsin media market. The spot further introduces the people of the 49th Assembly District to Tranel. In the feature the announcer asks, "What makes a leader?" He then goes on to share Tranel's story of taking over the family farm when his father was diagnosed with cancer. The announcer then notes Tranel's other small business, Fleege Tranel, his educational background, and finally Tranel's marriage to his high school sweetheart, Stephanie. Tranel then informs the audience that he is running to be their next State Representative. He concludes by stating, "We can do better, and with your help we will do better." The announcer completes the ad by stating, "Travis Tranel: Because leadership matters."

Tranel said he is excited by the support his campaign is continuing to receive. It is that support that is allowing him to share his message. "As the primary election approaches, I have had the opportunity to speak with thousands of voters from Southwest Wisconsin. It is clear to me that the people of this area are looking for a change and want to see someone in office who is committed to lower taxes, affordable health care, job creation, and quality education. These are issues that are important to me and I look forward to working hard to make them a reality."

For more information, or to join **TEAM TRANEL**, please visit TRAVISTRANEL.COM

To hear the radio commercial, please visit <http://www.youtube.com/watch?v=Tq1uC8GqwNs>

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