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Progressive Kick, Nurses Seek To Sack Incumbent Governors In Pivotal State Races *Spending \$1.28M On Ads Hitting Computer Screens, Satellite TV, Pandora Radio*

(October 29, 2014) – Super PAC Progressive Kick and the nation's nurses have teamed up to get out the vote against vulnerable incumbents in four pivotal states – Michigan, Wisconsin, Kansas and Maine on Election Day.

The progressive Super PAC along with National Nurses United are spending a total of **\$1.28 million for online, satellite TV and Pandora Radios ads** running through Nov. 4.

Pre-roll video accounts \$1 million in buys, followed by satellite TV and Pandora Radio (**See below for state breakdowns**).

Progressive Kick President Joshua Grossman stands firmly behind the ads, contending that all four of the incumbents targeted – Govs. Rick Snyder, Scott Walker, Paul LePage and Sam Brownback – have done little if anything for their constituents.

“All four of these governors have shown that they're unworthy of the people they represent. At least three have imposed extremist Tea Party agendas, leaving their states in shambles, hurting everyday people on many fronts,” said Grossman. “That's just no way to treat your constituents. We had to step up and do something.”

The 30-second spots target low-propensity voting Democrats and swing voters, urging them to join the nurses to “make a plan” to vote on Nov. 4. Experience shows that citizens who commit to voting are more likely to actually show up at the polls on Election Day.

See ads here: <http://bit.ly/1zF0gso>.

Ad Buy Breakdown By State, Type

	Kansas	Maine	Michigan	Wisconsin	Total
Pre-roll online video	\$ 144,001.06	\$ 73,000.68	\$ 509,999.76	\$ 273,000.10	\$ 1,000,001.60
Satellite TV			\$ 91,000.00	\$ 67,000.00	\$ 158,000.00
Pandora	\$ 12,500.00	\$ 11,000.02	\$ 58,325.02	\$ 39,250.00	\$ 121,075.04
Total	\$ 156,501.06	\$ 84,000.70	\$ 659,324.78	\$ 379,250.10	\$ 1,279,076.64

[National Nurses United](#) is the nation's premiere voice for direct-care registered nurses. NNU, founded in 2009, is the largest union and professional association of RNs in history, representing 185,000 in 50 states.

[Progressive Kick](#) is a national progressive SuperPAC working to elect candidates for U.S. Congress and state legislatures who will be responsive to the interests of all members of our society, not just the most powerful. Progressive Kick gives voters the facts they need to make informed decisions and mobilizes them to participate in the electoral process.

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