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Weiser Campaign Launches First TV Ad of 2022 Election Cycle

Ad emphasizes AG Weiser's first term accomplishments and protecting Coloradans' rights

SEPTEMBER 22, 2022—Attorney General Phil Weiser's first television ad of the 2022 election cycle launched on digital platforms today ahead of an on-air debut across Colorado on Monday.

The [30-second ad](#), "Four Years Later," emphasizes Weiser's follow-through on his 2018 campaign promises, highlights some of Weiser's major accomplishments during his first term, and demonstrates his commitment to protecting and defending the rights of all Coloradans. The ad will air throughout Colorado, with the campaign's \$2.2 million statewide TV-cable buy to date extending to all markets, including Durango cable. Weiser's debut of the ad comes immediately after his announcements that his Republican predecessor, Cynthia Coffman, endorsed his re-election along with multiple current and former Republican and Independent district attorneys, sheriffs, and elected officials from across the state.

Like Weiser's 2018 general election ad, the spot was produced by [widely-acclaimed ad maker Mark Putnam](#) of Putnam Partners.

"Over the last four years, I've worked hard to defend Coloradans' rights as the People's Lawyer," Attorney General Phil Weiser said. "We brought back \$500 million to Colorado to fight the opioid crisis; we recovered \$230 million for Coloradans cheated by irresponsible companies; we secured critical funds to support police and sheriffs; we pushed for and defended responsible gun safety laws; and we protected access to legal and safe abortion care. As Attorney General, I am committed to protecting and defending all Coloradans, and I'm running for a second term because we have more important work to do."

"Four Years Later"

"I'm Phil Weiser, and four years ago when I ran for Attorney General, I wanted your voice to be heard on protecting our rights.

Everything from civil and women's rights, to crime victim rights.

Today, I want you to know what we've gotten done.

We took on all these corporations that were ripping off Coloradans.

We've protected our water rights, immigrant rights, voting rights, workers' rights, privacy and equal rights.

Our rights to affordable health care and abortion.

(We've been busy.)

Defended gun safety laws, improved police training..."

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Paid for by Phil Weiser for Colorado - Anna Noschese, Registered Agent.

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