

## Republicans Launch Nationwide Ad Blitz Promoting Trump's Latest Tax Cut Legislation

July 30, 2025

— Categories: General News



Download IPFS

A new nationwide advertising campaign has been launched to promote President Donald Trump's latest legislative achievement, an expansive tax reform package recently signed into law. The campaign, spearheaded by the American Action Network (AAN), a public policy group aligned with House Republicans, is aimed at highlighting the benefits of the tax cuts for working-class Americans while drawing a sharp contrast with Democratic opposition to the bill.

The ad campaign will target 30 competitive congressional districts and is part of a larger \$5 million media effort that includes television and digital platforms. The advertisements thank Republican lawmakers for supporting the measure and criticize Democrats who voted against it. In the ads, everyday Americans, including service workers and tradespeople, express support for the tax reforms. One bartender from Washington state emphasizes the importance of tips for her livelihood, while a machinist laments that the opposition to the bill shows a lack of concern for American workers.

The bill, described as the “One Big Beautiful Bill” by Trump and Republican lawmakers, includes a range of tax relief measures. Among the key provisions are the extension of the Tax Cuts and Jobs Act of 2017, Trump’s signature tax policy from his first term, elimination of federal taxes on tips and overtime pay, and a new \$6,000 tax deduction for Americans aged 65 and older, effective through 2028.

The districts targeted by the ad campaign span across states such as California, Michigan, New York, Texas, and Pennsylvania. Both Republican and Democratic-held seats are included, underscoring the GOP’s strategic focus on defending its narrow House majority in the upcoming midterm elections.

American Action Network President Chris Winkelman said the campaign is intended to make clear which lawmakers are standing with American families. “Conservatives in Congress delivered on their promise to provide much-needed relief to America’s working families,” Winkelman stated. “Liberals fought the passage of the One, Big Beautiful Bill every step of the way. This campaign ensures Americans know who is really fighting for them.”

Beyond tax relief, the legislation contains significant policy initiatives reflecting Trump’s second-term platform. It includes funding increases for border security, new immigration enforcement measures, and caps on federal spending tied to the national debt. However, critics have voiced concern over some of the offsets used to pay for the tax cuts. Notably, the bill introduces changes to Medicaid, a federal program that currently provides health care to about 74 million low-income Americans, and implements new work requirements for certain recipients.

The Congressional Budget Office (CBO) has estimated that the legislation could increase the national debt by up to \$4 trillion over the next decade. Republicans, however, dispute the accuracy of this forecast, asserting that the economic growth stimulated by the tax cuts will help balance the cost.

Democratic National Committee Chair Ken Martin stated the measure is “a giveaway to the richest people in our country” and accused Republicans of cutting key safety net programs to fund tax breaks.

The Democratic Congressional Campaign Committee (DCCC) has also challenged the bill’s popularity, citing polling data, including a recent Fox News survey indicating that overall support remains divided. However, that same poll found strong backing for individual components: 68% of respondents support making the 2017 tax cuts permanent, while around 70% approve of eliminating taxes on tips and overtime.

The political battle over the bill is expected to intensify as both parties prepare for what could be a defining issue in the 2026 midterms. For Republicans, the campaign aims to reinforce their messaging that the legislation delivers meaningful relief to working families. For Democrats, it provides an opportunity to challenge GOP priorities and sharpen their critique of Trump-era economic policy.