



FOR IMMEDIATE RELEASE

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**ICYMI: ONE COUNTRY PROJECT LAUNCHES AD CAMPAIGN IN IOWA
*Billboards Highlight State-Specific Trump Failings In The Hawkeye State***

Des Moines, IA – Last week, the [One Country Project](#), founded by former U.S. Senators Heidi Heitkamp and Joe Donnelly, launched the start of a billboard and social media campaign targeting the Iowa state fair. The message focused on President Trump’s failures in Iowa.

“President Trump is too busy waging a misguided trade war with China and tweeting divisive messages to focus on supporting family farms and rural communities,” said One Country Project founding board member Heidi Heitkamp. “While Trump tweets, rural America is suffering: hospitals are closing, family farms that have existed for decades are considering closing their doors, and the stock market is cratering while farm debt has hit a decades high. As our billboards say, Mr. President, stop tweeting and start leading.”

Below is the Iowa billboard:



Iowa: While Trump tweets, Iowa soybean farmers have lost over \$650 million and counting to the President’s tariffs! Mr. President, put down your phone and do your job! [[Source 1](#), [Source 2](#), [Source 3](#)]

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About One Country Project

The One Country Project is working to promote greater opportunities for rural communities and ensure leaders earn support from rural Americans. One Country is reengaging with the American Heartland, serving as a clearinghouse of research and information for rural Americans, and working to ensure leaders regain trust by fighting for these communities.