



FOR IMMEDIATE RELEASE

Tuesday, October 8, 2024

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Missy Cotter Smasal Releases Fifth TV Ad: “What It Takes”

“What It Takes” highlights Missy’s military record and her commitment to common-sense, bipartisan legislating

Today, Missy Cotter Smasal, Democratic Nominee for Virginia’s Second Congressional District, is launching her fifth paid ad of the cycle. [“What It Takes”](#) outlines Missy’s experience in the U.S. Navy and the importance of putting people over politics. Missy also highlights her agenda to protect veterans’ benefits, women’s reproductive rights, and Coastal Virginians’ pocketbooks from MAGA extremists and big corporations.

The ad is airing in the Norfolk media market and will be on broadcast television, digital, and streaming.

[“What It Takes”](#)



Transcript:

I’m Missy Cotter Smasal.

In the Navy, we focused on the mission, not politics.

Serving our country means delivering results.

But right now, Congress delivers only chaos.

That's why I won't back down when politicians try to cut veterans' benefits.

Or when corporate gouges rip us off.

And I won't back down when extremists try to ban abortion.

I'm Missy Cotter Smasal and I approve this message because I'll never back down from delivering for Coastal Virginia.

Background

Missy Cotter Smasal served as a Surface Warfare Officer in the U.S. Navy and deployed aboard the U.S.S. Trenton during Operation Enduring Freedom. After her active duty service, Missy started a small business in Virginia Beach, Rita's Shore Drive, which she owned and operated for more than 10 years.

Missy currently serves as the Virginia Citizen Representative on the Chesapeake Bay Commission, a bipartisan commission that has achieved consistently strong and effective results in pursuit of Bay restoration goals. She is the Executive Director for Valor Run, a local non-profit that produces running events to honor the U.S. military women who have served our nation since 9/11. She is also an adjunct professor at Old Dominion University.

She and her husband, Bryan, who served as an Army Officer, are the proud parents of two great kids in Virginia Beach City Public Schools. Missy is running for Congress to fight for coastal Virginians, military families, and veterans. She will stand up for our local values and priorities, and push back against extreme politicians in DC.

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