

EMBARGOED - FOR RELEASE ON APRIL 1ST (APRIL FOOLS DAY), 2026:

Congressional Candidate Mark Scheffler Announces “Operation Yooper Liberation” – Proposes Annexation of Upper Peninsula in April Fools’ Day Initiative

Appleton, WI (April 1st, 2026) — Congressional candidate Mark Scheffler today announced a bold new regional initiative—“Operation Yooper Liberation”—a lighthearted April Fools’ Day proposal that playfully calls for Wisconsin to annex Michigan’s Upper Peninsula, rescind the historic 1836 Treaty of Toledo, and re-imagine the future of the Great Lakes region.

“This will be a viral April Fools’ Day idea,” said Scheffler. “But like all good jokes, there’s a little truth behind it.”

Media engagement opportunities:

1) Tuesday, March 31, 2026 - All Day

Mark Scheffler will be available for in-studio and/or remote interviews (all to be aired April 1st)

Scheffler will provide interviews, fun banter with media hosts, suggested scripts to maximize audience hooks, and of course the April Fools reveal at the end.

2) Wednesday, April 1st, 2026, 10:00 AM

In-Person Press Conference

University of Wisconsin Green Bay -

Student Union Concourse (Main Entrance)

Scheffler will provide an "official" policy announcement complete with a campaign podium, Wisconsin flag and humorous signs held by a crowd. Our campaign is partnering with a wide variety of student groups on the UWGB campus, complete with "Operation Yooper Liberation" yard signs, a pumped up crowd of college hooligans, and one-on-one interview opportunities with Scheffler and students.

The proposal humorously suggests that Wisconsin should revisit the terms of the 1836 Treaty of Toledo—the agreement that awarded the Upper Peninsula to Michigan—and consider bringing the region into closer alignment with Wisconsin.

“Wisconsin shares a long land border with the U.P., while lower Michigan doesn’t even touch it,” Scheffler noted. “At some point, you have to ask—does this map still make sense?”

While clearly tongue-in-cheek, the proposal highlights several real regional dynamics that would hook the audience:

Geographic alignment: The Upper Peninsula is physically connected to Wisconsin, not lower Michigan.

Economic ties: Many U.P. residents already depend on Wisconsin for jobs, healthcare, and commerce.

Cultural connection: The region shares deep roots in industry, outdoor life, and community values.

In true April Fools' fashion, the proposal also includes several forward-looking "policy" ideas:
Formal annexation of the Upper Peninsula into Wisconsin
Rescinding the Treaty of Toledo (upending 190 years of geography)
Relocating Wisconsin's state capital to Shawano, placing it closer to the geographic center of the newly expanded state

"Look, if we're going to do this, we should think big," Scheffler said. "Shawano as the new capital just makes sense— it puts government closer to the people... and closer to some of the best Friday fish fries in the country."

Scheffler emphasized that the initiative is designed to create a viral, positive moment across Northeast Wisconsin and the Upper Peninsula — inviting people from all political backgrounds to laugh, share, and engage.

"At a time when politics feels divided, this is about bringing people together — even if it's over something as simple as agreeing that the map of the Midwest could use a second look."

Suggested lead-ins:

1: Calling the current map of the Midwest "a bureaucratic relic that no longer serves the people," congressional candidate Mark Scheffler today proposed a plan to annex Michigan's Upper Peninsula into Wisconsin.

2: Arguing that "politicians drew the lines, but the people are living a different reality," congressional candidate Mark Scheffler is proposing that Wisconsin formally annex Michigan's Upper Peninsula.

3: In what he describes as a long-overdue correction to a 190-year-old mistake, congressional candidate Mark Scheffler today called for Wisconsin to rescind the Treaty of Toledo and reclaim Michigan's Upper Peninsula for itself.

About Mark Scheffler

Mark Scheffler is a candidate for the U.S. House of Representatives in Wisconsin's 8th Congressional District. A Lawrence University graduate and longtime Northeast Wisconsin resident, Scheffler previously built a wealth management firm that helped create more than \$100 million in sustainable wealth for families, businesses, and nonprofits across the region. His campaign focuses on building a sustainable economy, strengthening democratic institutions, and modernizing government for the challenges of the 21st century.

If elected, Scheffler will serve in the House of Representatives as an Independent Democrat.

IMAGES:



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