# Rishi Sunak and Keir Starmer kick off election campaigns with contrasting focuses



Rishi Sunak and Keir Starmer have commenced their general election campaigns following Sunak's call for a July 4 vote.

On the first campaign day, Sunak focused on financial stability while visiting Derbyshire, emphasizing his economic track record. However, his admission that the controversial deportation flights to Rwanda would not begin before the election overshadowed his efforts.

Starmer launched Labour’s campaign at Gillingham Football Club, criticizing Conservative "chaos" and offering a vision for change, including reducing energy bills and tackling long-standing issues.

Both leaders travelled across the UK, with Sunak making a notable gaffe in a South Wales brewery by referencing Wales' non-participation in Euro 2024.

Numerous Conservative MPs, including key ministers, announced they would not seek re-election, tallying 72 in total.

Meanwhile, Nigel Farage stated he would focus on Donald Trump's re-election campaign rather than stand for parliament, and the SNP's John Swinney pushed for an "independence day" election.

Sunak challenged Starmer to weekly TV debates, which Starmer has not yet agreed to. The battling leaders continue their campaigns as the election date approaches.