# UK Prime Minister Rishi Sunak Faces Challenges in Election Campaign Kickoff



### Rishi Sunak's Challenging Campaign Start

Rishi Sunak, the UK Prime Minister, has experienced a troubled start to his election campaign, marked by several gaffes and high-profile resignations. Sunak will spend this coming Saturday at home, engaging in discussions with his advisers, a move his team insists is not intended as a campaign reset.

In contrast, Labour leader Keir Starmer will continue public events to highlight his stance that Conservative policies have hurt the economy and raised living costs.

Sunak's campaign began with an announcement during a rainstorm, with the soundtrack of a Labour anthem, "Things Can Only Get Better," played by a nearby protester. Subsequent missteps included a visit to Wales where he awkwardly asked about excitement for the Euro 2024 football tournament, for which Wales has not qualified, and a factory visit where two questioners were later revealed to be Tory councillors.

Further complications arose from senior Conservative figures Michael Gove and Andrea Leadsom announcing they would not seek re-election, amid internal party dissatisfaction.

During a visit to Belfast’s Titanic Quarter, Sunak faced a probing question from a journalist about whether he was "captaining a sinking ship." Pro-Palestinian protesters also disrupted his final UK campaign stop.

Former Scottish Tory leader Ruth Davidson criticized the campaign’s start on social media, pointing out several blunders. A Labour spokesperson claimed these incidents indicate Sunak is distancing himself from the electorate.

Despite the rough start, Sunak remains confident, asserting he is ready for the campaign challenge. The general election is set for 4 July 2024.