



# COUNTY OF SANTA CRUZ

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CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

## PRESS RELEASE

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### PRICE GOUGING PROHIBITIONS EXTENDED

Due to the ongoing CZU Lightning Complex fire emergency, the County of Santa Cruz has extended prohibitions on price-gouging through October 18, 2020.

Existing law limits price increases for 30 days following a disaster declaration to no more than 10 percent above customary prices for a variety of goods and services. On Sept. 15, 2020, the Santa Cruz County Board of Supervisors voted to allow successive 30-day extensions of those provisions as needed.

Anti-price gouging law is included in Section 396 of the California Penal Code. Violations are a misdemeanor punishable by fines of \$1,000 or up to one year in jail. Violators are also subject to civil penalties up to \$10,000.