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OFFICE OF THE
ATTORNEY GENERAL
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Florida Attorney General's Office News Release

Attorney General Moody Extends Price Gouging Hotline Following Declared State of Emergency for Tropical Storm Milton



TALLAHASSEE, Fla.—Attorney General Ashley Moody is extending Florida’s Price Gouging Hotline following a [state of emergency declaration](#) for areas of the state preparing for Tropical Storm Milton. Florida’s price gouging law remains in effect for the counties already under the state of emergency order for Hurricane Helene and will remain active for the areas covered by Milton.

Attorney General Ashley Moody said, “Tropical Storm Milton is expected to rapidly strengthen as it churns through the Gulf of Mexico and heads toward areas in our state that have already experienced tremendous flooding and damage from Hurricane Helene. We are extending Florida’s Price Gouging Hotline to help Floridians prepare for this new challenge. I’m urging everyone to monitor weather reports, get preparations in place and follow the guidance of local authorities. Stay Safe, Florida.”

During a storm-related declared state of emergency, state law prohibits excessive increases in the price of essential commodities, such as equipment, food, gasoline, hotel rooms, ice, lumber and water needed as a direct result of the event.

Anyone who suspects price gouging can report it to the Florida Attorney General’s Office by visiting [MyFloridaLegal.com](https://www.myfloridalegal.com) or calling 1(866) 9NO-SCAM. For more information on price

gouging, access Attorney General Moody's *Scams at a Glance: Price Gouging* resource by clicking [here](#).

To download *Scams at a Glance: Price Gouging* in Spanish, click [here](#).

Recovery after a severe storm can be a strenuous process, and scammers may attempt to take advantage of victims. To avoid falling for scams that may occur in the aftermath of a storm, view Attorney General Moody's *Scams at a Glance: After the Storm*. To download the resource in English, click [here](#).

To download the Spanish version, click [here](#).

Violators of the price gouging statute are subject to civil penalties of \$1,000 per violation and up to a total of \$25,000 for multiple violations committed in a single 24-hour period.

Attorney General Moody recently released the 2024 Hurricane Preparedness Guide. The guide contains information on tropical systems, preparedness checklists and tips for avoiding storm-related scams before, during and after a weather event.

To download the 2024 guide, click [here](#).

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10/6 UPDATE: Governor Ron DeSantis has expanded the [state of emergency](#) for Tropical Storm Milton to the following counties: Alachua, Baker, Bradford, Brevard, Broward, Charlotte, Citrus, Clay, Collier, Columbia, DeSoto, Dixie, Duval, Flagler, Gilchrist, Glades, Hamilton, Hardee, Hendry, Hernando, Highlands, Hillsborough, Indian River, Lafayette, Lake, Lee, Levy, Liberty, Madison, Manatee, Marion, Martin, Miami-Dade, Monroe, Nassau, Okeechobee, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Putnam, Sarasota, Seminole, St. Johns, St. Lucie, Sumter, Suwannee, Taylor, Union and Volusia.

The Attorney General's Price Gouging Hotline is active for these specific counties. Florida's price gouging laws for this event apply only within the areas of the declared state of emergency and only for commodities and services essential to preparing for, or recovering from, the storm event.