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**DISTRICT ATTORNEY'S OFFICE DONATES RESTITUTION FROM CONSUMER PROTECTION
CASE TO DOMESTIC VIOLENCE SHELTER SERVICES**

SANTA CRUZ, CA – Santa Cruz County District Attorney Jeffery S. Rosell today announced a settlement reached with My Pillow, Inc., and My Pillow Direct, LLC, will be donated to Monarch Services and the Walnut Avenue Family & Women's Center, two programs in Santa Cruz County that provide shelter services to victims of domestic violence.

Alleging deceptive and false advertising, a task force comprised of the Santa Cruz County District Attorney's Office and nine other northern California District Attorney's Offices jointly sued the My Pillow brand in fall 2016. My Pillow settled for civil penalties, including \$100,000 in restitution earmarked for organizations that supply or support overnight sleeping accommodations for those in need. The restitution was divided evenly between the 10 counties. Monarch Services and the Walnut Avenue Family & Women's Center will receive \$5,000 each.

"Monarch Services and the Walnut Avenue Family & Women's Center provide invaluable services to some of the most vulnerable in our community," Rosell said. "This settlement will help these programs continue their important work."

The Consumer Affairs Unit of the Santa Cruz County District Attorney's Office investigates and prosecutes consumer fraud and environmental crime through civil action and criminal prosecution.

My Pillow had made unsubstantiated claims about the benefits of its product in advertising materials, including that the pillow could cure, treat and prevent medical conditions. Alerted by a consumer watchdog group, a task force of 10 District Attorney's Offices in Northern California took legal action against the company. The settlement was filed in Alameda County Superior Court.

"Our office will continue to work tirelessly to protect consumers in this county from deceptive business practices," Rosell said.

The Consumer Affairs Unit of the Santa Cruz County District Attorney's Office also educates the community about consumer fraud so they can protect themselves. Learn more at <https://datinternet.co.santa-cruz.ca.us>.