



NEWS RELEASE

Attorney General Mike Hilgers

FOR IMMEDIATE RELEASE
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AG Hilgers Files Complaint Against Nfluence for Selling Fraudulent Husker Tickets

LINCOLN--Attorney General Hilgers announced today his office filed in the District Court of Lancaster County against Nfluence, an unincorporated association of Nebraska creatives, who the State believes violated the Consumer Protect Act (CPA) and the Uniform Deceptive Trade Practices Act (UDTPA), by misleading and causing financial harm to consumers from Nebraska and other states.

The complaint alleges that, beginning in June of 2022, Nfluence advertised, offered for sale, and sold a product called "The Nebraska Game Day Experience." The Nebraska Game Day Experience offered consumers the opportunity to watch a University of Nebraska football game at Memorial Stadium in a luxury suite, in person, with former University of Nebraska football players. Part of the proceeds were advertised to benefit non-profits associated with former Nebraska football players.

The complaint alleges that consumers paid at least one thousand dollars to purchase Nfluences' Nebraska Game Day Experience and were promised various additional perks. The Consumers did not receive what they were promised, and no money was given to charity. Instead, funds were used for non-charitable purchases.

The complaint alleges that Nfluence took advantage of Nebraskans' charitable nature and desire to support the football team. Instead of helping charitable causes and giving the donors suite tickets to the home game, Nfluence took their money, used it for non-charitable purchases, and failed to provide the suite tickets. In doing so, the complaint alleges that Nfluence abused the public's trust and engaged in unfair and deceptive trade practices.

The Nebraska Attorney General is responsible for enforcement of the CPA, UDTPA, and other state and federal laws that affect Nebraska consumers. The Attorney General may bring an action in the name of the State of Nebraska against any person to restrain and prevent the doing of any act prohibited by the CPA and the UDTPA.

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