

Senate Business, Labor, & Technology

03/27/2025 Upon Adjournment

HB25-1010 Prohibiting Price Gouging in Sales of Necessities

Typed Text of Testimony Submitted

Name, Position, Representing	Typed Text of Testimony
Karen Moldovan For AARP Colorado	<p>My name is Karen Moldovan and I represent AARP CO and the 670,000 members across the state. AARP is a non-partisan member-based organization that focuses on ensuring the 50+ are able to age as they choose. We support HB 1010, as financial resilience for older Coloradans is a significant organizational priority.</p> <p>The increased cost of living has a substantial impact on older adults. In Colorado, older adults are often forced to juggle monthly expenses and make choices between paying for their prescription drugs, property taxes, and groceries.</p> <p>Additionally, a growing body of evidence reveals that older adults are disproportionately impacted during disasters. As examples, AARP and our colleagues at the Center for Disaster Philanthropy confirmed this sad reality after Katrina, Hurricane Sandy, the Northern CA fires, and the 2021 Texas winter storms. Seniors continue to be the group most vulnerable to loss of life in disasters and are also highly susceptible to housing instability following natural disasters.</p> <p>Currently, more than nine million older adults are food insecure. During a disaster and emergency, access to basic necessities is even more tenuous for older adults, who are often reliant on a fixed income. When older adults struggle to meet their basic needs, they are at greater risk of being affected by preventable or treatable health conditions.</p> <p>In cases of extremely short supply or high demand, sellers may attempt to profit from the scarcity of essential products and services. This can occur during a natural disaster, public health emergency, or another declared emergency. Sellers may drastically raise prices for</p>

	<p>goods and services. Some may hoard products to sell later at inflated rates.</p> <p>AARP believes policymakers should ensure affordable access to essential products and services during declared emergencies. House Bill 25-1010 puts in place effective prohibitions on price gouging for the duration of the emergency. Thank you for your support.</p>
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