

NOTICE TO CEASE AND DESIST

From: Travelers United

Date: November 23, 2022

This letter has been served as notice of your unlawful publication of false claims by a social media influencer related to the promotion of your product.

IF YOU DO NOT CEASE ADVERTISING THIS CLAIM A LAWSUIT WILL BE COMMENCED AGAINST YOU. If you do not comply with this cease and desist letter by January 20, 2022, a lawsuit will be filed in Washington, D.C. seeking monetary damages as well as pursuing all available legal remedies for your lack of fact checking a commercial advertisement.

GoDaddy partnered with Cassie De Pecol to release four videos. It is unclear how much De Pecol was paid by Go Daddy to make these videos. Go Daddy made over four billion in revenue in 2021. With four billion in annual revenue, Go Daddy should have an advertising department and/or lawyers look over the content they are releasing in partnership with Instagram influencers. Travelers United *strongly* recommends Go Daddy start reviewing their work with influencers.

De Pecol knowingly used news footage that was retracted from NBC News in the Go Daddy advertisements. De Pecol deliberately used the original story, that made her look better, in the Go Daddy videos despite that footage no longer existing on NBC. The NBC News story has since totally been retracted. Below is a screen shot of the video she made for Go Daddy. At the time she released this video, this footage had been significantly altered from what De Pecol showed on the screen. Any basic fact checker looking at the clip that NBC News had online and comparing it to the one De Pecol used in the advertisement would have been able to see the difference.



#GoDaddyPartner #maketheworldyouwant

I'M GOING TO SPACE



Cassie De Pecol

Subscribe

118



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The video above that De Pecol made in partnership with Go Daddy is called “I’m Going to Space (Sponsored by Go Daddy)” The video can be found at the following link: <https://www.youtube.com/watch?v=9t7kiBPDSoM>. De Pecol narrates the video to say “On February 2, 2017, I walked through the rod iron gates from the country of Yemen into Oman and in that moment became the first woman on record to travel to every country in the world making women’s history and being awarded recognition in the National Women’s History Museum.” While his is being read, images of De Pecol on the Today Show are viewable where they chyron reads “Meet the first woman to travel to every country in the world.”

De Pecol was not the first woman to travel to every country in the world. She is not the first woman on record to travel to every country in the world. The National Women’s History Museum removed any mention of De Pecol. The Today Show completely retracted their piece on De Pecol.

This piece is likely titled “I’m Going To Space” because De Pecol has often claimed she will be the first sponsored astronaut with Virgin Galactic. Travelers United reached out to Virgin Galactic and they would not confirm they had any relationship with De Pecol. Multiple people have already traveled to space with Virgin Galactic, some guests of Virgin Galactic, and De Pecol was not one of them.

De Pecol wrote on her blog about her experience creating content for Go Daddy. She states that one of her favorite brands is GoDaddy. She goes on to state “their campaign,

#MakeTheWorldYouWant allowed me to be extremely creative in my deliverables for the YouTube series.” We suggest being less creative and actually doing some fact checking in the future so that Go Daddy advertisements do not violate the law.

GoDaddy is another one. Their campaign, #MakeTheWorldYouWant allowed me to be extremely creative in my deliverables for the YouTube series.

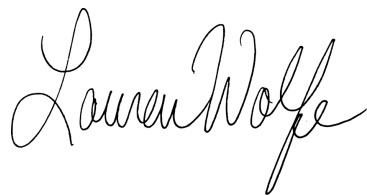
This text is from De Pecol’s blog which can be found at: <https://cassiedepecol.com/brands-that-ive-worked-with-who-i-love/>

Cassandra De Pecol is not the first woman to travel to all 196 countries. This is a misleading and deceptive claim being used by a social media influencer to get bigger brand deals. Lying about accomplishments on YouTube in order to sell a product is a violation of the District Consumer Protection Procedures Act. On July 11, 2022 Travelers United filed a lawsuit against Cassie De Pecol and her LLC, Expedition 196 for violating the District Consumer Protection Procedures Act.

Travelers United is a non-profit travel focused consumer advocacy group. De Pecol ignored and belittled the accomplishments of the many women who went before her in order to become a successful Instagram influencer. She lied about her accomplishments to press and companies to get bigger brand deals and more followers on Instagram. This is a violation of the law. For details about our case, please visit: <https://www.travelersunited.org/de-pecol-case-documents/>.

If you do not comply with this cease and desist letter by January 20, 2022, a lawsuit will be filed in Washington, D.C. seeking monetary damages as well as pursuing all available legal remedies for your lack of fact checking in the advertisement of your products.

Sincerely,

A handwritten signature in cursive script that reads "Lauren Wolfe". The signature is written in black ink and is positioned below the word "Sincerely,".

LAUREN WOLFE
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