

COMMONWEALTH OF KENTUCKY
LOGAN CIRCUIT COURT
DIVISION _____
CIVIL ACTION NO. 26-CI-_____
Electronically Filed

COMMONWEALTH OF KENTUCKY,	)	
<i>ex rel.</i> RUSSELL COLEMAN,	)	
ATTORNEY GENERAL,	)	
	)	
Plaintiff,	)	
	)	
vs.	)	
	)	
MAYDAY MEDICINES, INC. D/B/A	)	
MAYDAY HEALTH (MAYDAY HEALTH)	)	
	)	
Defendant.	)	
	)	

COMPLAINT

Plaintiff, Commonwealth of Kentucky, by and through its Attorney General, Russell Coleman (the “Commonwealth” or “the Attorney General”), brings this civil enforcement action against Mayday Medicines, Inc. d/b/a Mayday Health (“Mayday”) for engaging in unfair, false, misleading, or deceptive business practices in violation of the Kentucky Consumer Protection Act (“KCPA”).

PARTIES, JURISDICTION, AND VENUE

1. Plaintiff, the Commonwealth of Kentucky ex rel. Russell Coleman, Attorney General is responsible for the enforcement and administration of Kentucky law, including the consumer protection laws set forth in Kentucky Revised Statutes Chapter 367. Specifically, KRS 367.190 authorizes him to bring this action in the name of the Commonwealth, and he has determined it to be in the public interest to do so.

2. Mayday is a non-profit organization organized under the laws of Delaware. Its principal place of business is 767 Broadway #1555 New York, New York 10003.

3. This Court has subject matter jurisdiction over the Commonwealth's claims pursuant to KRS 23A.010 and KRS 367.190. The Commonwealth's claims are in excess of any minimum dollar amount necessary to establish the jurisdiction of this Court.

4. This Court has personal jurisdiction over all parties pursuant to KRS 454.210 because Mayday has regularly transacted or solicited business in the Commonwealth; or derived substantial revenue from goods used or consumed or services rendered in the Commonwealth; or contracted to supply goods or services in the Commonwealth; or caused injury by an act or omission in the Commonwealth.

5. Venue is proper in Logan County pursuant to KRS 367.190.

BACKGROUND FACTUAL ALLEGATIONS

6. Mayday is a pro-abortion non-profit organization that connects the public with distributors of abortion-inducing drugs. It advertises through various means, including physical media that directs consumers to its website.

7. In October 2025, Mayday placed certain advertisements at a number of Kentucky gas stations. These ads read: "Pregnant? Don't Want to Be? Learn more at Mayday.Health." Copies of the advertisements displayed at the Kentucky locations are shown below and attached as **Exhibit 1** (affidavits of Angie Crawford), **Exhibit 2** (affidavit of Melanie Manley), and **Exhibit 7** (Shree Mahallaxmi, Inc. d/b/a Family Market's response to the Office of the Attorney General's Civil Investigative Demand and Subpoena). One or more such ads was placed in Logan County.







8. These advertisements provided a link to a website (<https://Mayday.health>) that facilitates, aids, and/or helps Kentuckians to obtain abortion-inducing drugs in an illegal manner, namely, by mail. Mayday's website does more than simply provide information—it facilitates, encourages, and is even integral to the distribution of abortion-inducing drugs into Kentucky through the mail, a criminal act and class D felony under KRS 311.7733 and KRS 311.990(39).

These advertisements and the Mayday.health website furthers and is integral to the criminal conduct of distributing these drugs in an illegal manner at least in part because it connects, directs, and funnels consumers to distributors who ship these drugs illegally. These distributors would not have shipped those drugs to the consumer but for Mayday.health's website and advertisements directing the consumer to them. Indeed, here, Mayday.health links users to the abortion pill providers directly. Simply put, Mayday's website and its advertisements constitute speech that is integral to criminal conduct.

9. The same or similar advertisements were reported as being displayed at numerous other gas stations within the Commonwealth.¹

10. In January 2026, after learning of the advertisements, the Kentucky Office of the Attorney General began an investigation, sending Civil Investigative Demands to a number of Kentucky gas stations that ran the ads.

11. On or about August 28 and 29, 2026, Mayday displayed an advertisement using an airplane over the City of Louisville and the Kentucky State Fair. The advertisement read "ABORTION PILLS BY MAIL. Mayday.Health."² Mayday Executive Director Leo Raisner acknowledged targeting the Kentucky State Fair because of the large crowd it brings.³ This advertisement is integral to criminal conduct for the same reasons as described above.

¹ https://www.kentuckytoday.com/baptist_life/kentucky-pregnancy-centers-push-back-on-gas-station-abortion-pill-ads/article_27486712-f058-47fc-8f29-fb18ef02d9fe.html. A copy of this article is attached as **Exhibit 3**.

² See image below from [Abortion pill advocacy soars over Kentucky State Fair advertising 'illegal drugs' | News | kentuckytoday.com](#); see also [Kentucky AG says activists 'advertising illegal drugs' after pro-abortion banner flies over State Fair | whas11.com](#). Copies of these articles are attached as **Exhibit 4** and **Exhibit 5**, respectively.

³ See *id.*



12. Mayday’s advertisements in Kentucky are a clear attempt to help women terminate their pregnancies by facilitating the distribution of abortion-inducing drugs through the mail.

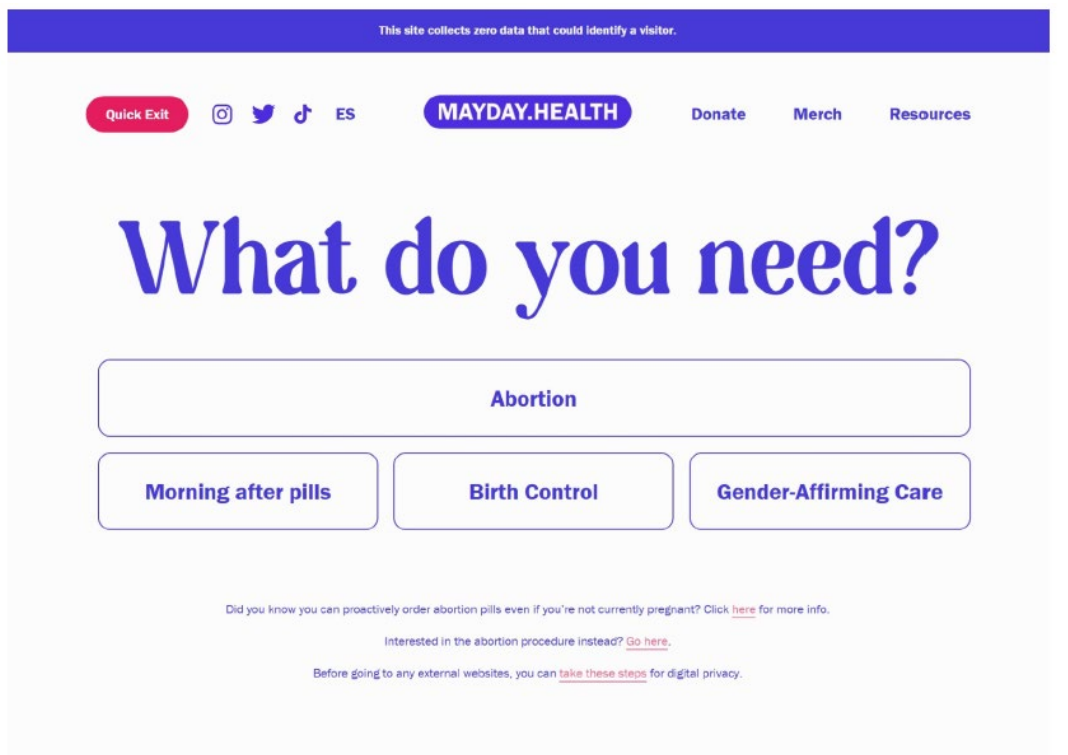
13. Under Kentucky law, the distribution of abortion-inducing drugs by mail is illegal. KRS 311.7733 (“It shall be unlawful for any manufacturer, distributor, physician, qualified physician, pharmacy, or any other person to intentionally, knowingly, or recklessly dispense, prescribe, or distribute any abortion-inducing drug as defined in KRS 311.7731 to a pregnant person via courier, delivery, or mail service.”).

14. The term “abortion-inducing drug” includes “drugs known to have abortion-inducing properties, which are prescribed specifically with the intent of causing an abortion, such

as mifepristone (mifeprex), misoprostol (cytotec), and methotrexate, or any generic or therapeutic equivalents thereof.” KRS 311.7731.

15. In addition, Kentucky law requires that a “physician performing or inducing an abortion shall be present in person and in the same room with the patient. The use of telehealth as defined in [KRS] 304.17A.-005 shall not be allowed in the performance of an abortion.” KRS 311.728. The homepage of Mayday’s website (www.mayday.health) displays a question to visitors (“What do you need?”) and then lists “Abortion” as the first option. *See Exhibit 6*, Affidavit of Scott Whitaker, and images reproduced below.

16. A Kentucky user clicking through Mayday’s website and selecting an option to “just take me to the abortion pills” will be shown third-party providers who ship abortion pills to all 50 states, including States like Kentucky, where distributing abortion-inducing drugs through the mail is illegal. *See id.*





17. Mayday represents on its website that the links contained on the site that direct users to the websites of providers of abortion-inducing drugs (such as “Abuzz,” “At Home Abortion,” “The MAP,” “A safe Choice,” and “We Take Care of Us”) are “trusted websites and

partners” of Mayday. See FAQ on www.mayday.health entitled “Why do other buttons send me to other websites? Can I trust them?” Mayday’s response to that FAQ is: “Some of our links go to other websites because they have the best content for a certain aspect of abortion care. We only link to other trusted websites and partners. You can go [here](#) to see how best to protect your digital privacy before leaving Mayday.”

Frequently Asked Questions

What if I’m concerned about the cost? >

What is my legal risk? >

Are abortion pills safe? >

Why do other buttons send me to other websites? Can I trust them? ✓

Some of our links go to other websites because they have the best content for a certain aspect of abortion care. We only link to other trusted websites and partners. You can go [here](#) to see how to best protect your digital privacy before leaving Mayday.

18. Advertising, distributing, or facilitating the distribution of abortion-inducing drugs through the mail to consumers in Kentucky constitutes “trade or commerce” for purposes of KRS 367.170. KRS 367.110(2) (defining “trade” and “commerce” to mean “the advertising, offering for sale, or distribution of any services and any property, tangible or intangible, real, personal or mixed, and any other article, commodity, or thing of value, and shall include any trade or commerce directly or indirectly affecting the people of this Commonwealth”). Here, Mayday’s website and advertisements directly “advertise” other abortion pill providers and their goods and services, namely, abortion pills. Indeed, Mayday’s intent is to help women terminate their pregnancies if they want to. They do this by funneling them to abortion pill providers. Mayday acts within traditional advertisement channels, including by utilizing gas station ads, airplane

banners, and social media posts in order to achieve this end. All of this activity fits squarely within commercial speech.

19. As a result, advertising, distributing, or facilitating the distribution of an abortion-inducing drug through the mail to consumers in Kentucky constitutes a violation of KRS 367.170, which outlaws “unfair, false, misleading, or deceptive acts or practices in the conduct of any trade or commerce.”

20. This enforcement action pursuant to the KCPA, KRS 311.7731, KRS 311.7733, and KRS 311.990(39) furthers the Commonwealth’s compelling interest in protecting unborn life. They all seek to make it harder for more innocent and vulnerable children from being killed via abortion.⁴ Preventing abortion pills from being sent via the mail certainly furthers that purpose.

VIOLATIONS OF LAW

COUNT 1 THE KENTUCKY CONSUMER PROTECTION ACT KRS 367.170

21. Plaintiff re-alleges and incorporates by reference all prior paragraphs of this Complaint.

22. Pursuant to KRS 367.170, “[u]nfair, false, misleading, or deceptive acts or practices in the conduct of any trade or commerce are declared unlawful.”

23. Pursuant to KRS 367.190, “[w]henver the Attorney General has reason to believe that any person is using, has used, or is about to use any method, act or practice declared by KRS 367.170 to be unlawful, and that proceedings would be in the public interest, he may immediately move in the name of the Commonwealth in a Circuit Court for a restraining order or temporary or permanent injunction to prohibit the use of such method, act or practice.”

⁴ KRS 311.772(1)(b) defines unborn children as human beings.

24. Pursuant to KRS 367.990(26), if the court finds a person is willfully violating or has willfully violated the KCPA, the Attorney General may recover a civil penalty on behalf of the Commonwealth of “not more than two thousand dollars (\$2,000.00) per violation.”

25. Under KRS 446.080, statutes must be “liberally construed with a view to promote their objects and carry out the intent of the legislature....”

26. Under KRS 367.120(1), the “General Assembly finds that the public health, welfare and interest require a strong and effective consumer protection program to protect the public interest and the well-being of both the consumer public and the ethical sellers of goods and services; toward this end, a Consumers' Advisory Council and the Office of Consumer Protection in the Office of the Attorney General are hereby created for the purpose of aiding in the development of preventive and remedial consumer protection programs and enforcing consumer protection statutes.” Per KRS 367.120(2), KRS 367.110 to 367.200 may be cited as the “Consumer Protection Act.”

27. As the Kentucky Supreme Court has explained, the KCPA should be interpreted, consistent with the General Assembly’s intent, as broadly as possible to provide the maximum level of protection to Kentuckians. *Stevens v. Motorists Mut. Ins. Co.*, 759 S.W.2d 819, 821 (Ky. 1988) (“Our examination and analysis of the various cases indicates clearly that the Kentucky legislature created a statute which has the broadest application in order to give Kentucky consumers the broadest possible protection for allegedly illegal acts. In addition, KRS 446.080 requires that the statutes of this Commonwealth are to be liberally construed.”); *Craig & Bishop, Inc. v. Piles*, 247 S.W.3d 897, 904, n. 11 (Ky. 2008) (citing *Stevens* to find that “liability under the KCPA was established in light of the broad protection the KCPA provides to consumers according to its stated purposes and our case law”).

28. Under Kentucky law, liability for violations of the KCPA extends to those persons who “actively participated in the fraudulent scheme, or [were] aware of its existence and did nothing about it.” See *Commonwealth ex rel. Beshear v. ABAC Pest Control, Inc.*, 621 S.W.2d 705, 708 (Ky. App. 1981); *Dare To Be Great, Inc. v. Commonwealth ex rel. Hancock*, 511 S.W.2d 224, 225 (Ky. 1974) (affirming a judgment that permanently enjoined defendants and all persons in active participation with them from engaging in violations of the KCPA).

29. Mayday actively assists distributors of abortion-inducing drugs by mail by helping those distributors find customers. Mayday directs potential Kentucky customers to those distributors through Mayday’s website, which provides links to firms and organizations such as “Abuzz,” “At Home Abortion,” “The MAP,” “A Safe Choice,” and “We Take Care of Us,” that Kentucky customers can “order from.” In addition to identifying distributors by name, and directly linking to the abortion procurement service, Mayday also includes information on the “cost” of each distributor, as well as “delivery” schedules. See **Exhibit 6**, showing for instance that distributor “A Safe Choice” “SHIPS TO ALL STATES” with a “COST: \$150” and “DELIVERY WITHIN 4 DAYS.” Mayday identifies all of these distributors as its “partners” that maintain websites that Mayday “trust[s].” *Id.*

30. Mayday’s advertisements in Kentucky are unfair, false, misleading, or deceptive because they give the impression that abortion-inducing drugs are available to be delivered to Kentuckians by mail when, in fact, it is illegal under Kentucky law to distribute abortion-inducing drugs by mail.

31. By engaging in the conduct described above, including, but not limited to, falsely advertising the availability of receiving abortion-inducing drugs through the mail into Kentucky and facilitating the illegal distribution of an abortion-inducing drug through the mail to consumers

in Kentucky, something prohibited under KRS 311.7733, Mayday has committed violations of KRS 367.170.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff, Commonwealth of Kentucky, by counsel, Attorney General Russell Coleman, requests that this Court:

1. Enter judgment against Mayday in favor of Plaintiff for each violation alleged in this Complaint;
2. Enter a permanent injunction to prevent Mayday's future violations of law;
3. Award such equitable relief as the Court finds necessary to redress consumer injury resulting from Mayday's violations of the law;
4. For each and every violation of KRS 367.170, order Mayday to separately pay civil penalties to the Commonwealth of Kentucky of not more than \$2,000 per violation of the KCPA, as provided by KRS 367.990(26);
5. Award the Commonwealth of Kentucky its costs and attorneys' fees;
6. Award the Commonwealth of Kentucky prejudgment interest as permitted by law; and
7. Award any and all such further relief as the Court deems just and proper.

Respectfully submitted,

RUSSELL COLEMAN
ATTORNEY GENERAL

/s/ Philip R. Heleringer

J. Christian Lewis (KY Bar No. 87109)
Philip R. Heleringer (KY Bar No. 96748)
Matthew Cocanougher (KBA No. 94292)
Andrew Eveslage (KBA No. 99891)
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46961605-8638-48D9-B91B-BC5D82D351A5 : 000015 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

COM : 000015 of 000015

Exhibit 1

46961605-8638-48D9-B91B-BC5D82D351A5 : 000016 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000001 of 000009

COMMONWEALTH OF KENTUCKY
CHRISTIAN CIRCUIT COURT
DIVISION _____
CIVIL ACTION NO. 26-CI-_____
Electronically Filed

COMMONWEALTH OF KENTUCKY *ex rel.*
RUSSELL COLEMAN ATTORNEY GENERAL

PETITIONER

v.

LORD RAMA LLC

RESPONDENT

**AFFIDAVIT IN SUPPORT OF THE ATTORNEY GENERAL'S PETITION TO
ENFORCE CIVIL INVESTIGATIVE DEMAND AND SUBPOENA**

1. My name is Angie Crawford. I am competent to testify to the facts described below, and I have personal knowledge of these facts. I am submitting this Affidavit in support of the Attorney General's petition (the "Petition") to enforce the civil investigative demand (CID) and subpoena served on the Respondent, Lord Rama LLC ("Respondent" or "Dyno Mart").

2. For all times relevant to this affidavit, I have resided in Christian County, Kentucky.

3. On or about September 2, 2025, I was at the location of 2415 Greenville Rd., Hopkinsville, Kentucky, which is located in Christian County, Kentucky. At the time I was there, this location was a gas station and convenience store.

4. On that same date and location, I personally saw advertisements which contained the words "Pregnant? Don't want to be? Learn more at mayday.health" Said advertisements were located on the various gas pumps at the gas station, directly above each gas pump's meter.

5. While at the location I took pictures of the location and the advertisements. The pictures I took are attached as Attachment A to this Affidavit.

6. I affirm and swear that these pictures truly and accurately depict the location of 2415 Greenville Rd., Hopkinsville, Kentucky, and the advertisements I saw there as they appeared to me on September 2, 2025.

7. After taking said pictures and leaving the location, I contacted the Attorney General's Office and sent them digital copies of the pictures I took.

I declare under penalty of perjury under the laws of the Commonwealth of Kentucky that the foregoing is true and correct. Executed on 3/19/2026.

Angie Crawford
Angie Crawford

STATE OF Kentucky
COUNTY OF Christian)

Subscribed, sworn to and acknowledged before me by Angie Crawford
(name), Executive Director (title), on behalf of Alpha PPC, on
March 19, 2026

My Commission expires: August 11, 2027.

Signature: Melinda Moore R# 76067
Print Name: Melinda Moore
Title: Notary State at Large

Attachment A

46961605-8638-48D9-B91B-BC5D82D351A5 : 000019 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000004 of 000009



COMMONWEALTH OF KENTUCKY
CHRISTIAN CIRCUIT COURT
DIVISION _____
CIVIL ACTION NO. 26-CI-_____
Electronically Filed

COMMONWEALTH OF KENTUCKY *ex rel.*
RUSSELL COLEMAN ATTORNEY GENERAL

PETITIONER

v.

BAJRANG2022 INC.

RESPONDENT

**AFFIDAVIT IN SUPPORT OF THE ATTORNEY GENERAL'S PETITION TO
ENFORCE CIVIL INVESTIGATIVE DEMAND AND SUBPOENA**

1. My name is Angie Crawford. I am competent to testify to the facts described below, and I have personal knowledge of these facts. I am submitting this Affidavit in support of the Attorney General's petition (the "Petition") to enforce the civil investigative demand (CID) and subpoena served on the Respondent, Bajrang2022 Inc. ("Respondent" or "Hopkinsville Food Mart").

2. For all times relevant to this affidavit, I have resided in Christian County, Kentucky.

3. On or about September 2, 2025, I was at the location of 1411 E 9th Street, Hopkinsville, Kentucky, which is located in Christian County, Kentucky. At the time I was there, this location was a gas station and convenience store which appeared to sell Exxon branded gasoline.

4. On that same date and location, I personally saw advertisements which contained the words "Pregnant? Don't want to be? Learn more at mayday.health" Said advertisements were located on the various gas pumps at the gas station, directly above each gas pump's meter.

5. While at the location I took pictures of the location and the advertisements. The pictures I took are attached as Attachment A to this Affidavit.

6. I affirm and swear that these pictures truly and accurately depict the location of 1411 E 9th Street, Hopkinsville, Kentucky, and the advertisements I saw there as they appeared to me on September 2, 2025.

7. After taking said pictures and leaving the location, I contacted the Attorney General's Office and sent them digital copies of the pictures I took.

I declare under penalty of perjury under the laws of the Commonwealth of Kentucky that the foregoing is true and correct. Executed on 3/19/2026.

Angie Crawford
Angie Crawford

STATE OF Kentucky
COUNTY OF Christian)

Subscribed, sworn to and acknowledged before me by Angie Crawford
(name), Executive Director (title), on behalf of Alpha PRC, on
March 19, 2026

My Commission expires: August 11, 2027.

Signature: Melinda Moore KYNP 76067
Print Name: Melinda Moore
Title: Notary State at Large

Attachment A



Exhibit 2

46961605-8638-48D9-B91B-BC5D82D351A5 : 000025 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000001 of 000006

COMMONWEALTH OF KENTUCKY
SIMPSON CIRCUIT COURT
DIVISION _____
CIVIL ACTION NO. 26-CI-_____
Electronically Filed

COMMONWEALTH OF KENTUCKY *ex rel.*
RUSSELL COLEMAN ATTORNEY GENERAL

PETITIONER

v.

SHREE AMBICA LLC

RESPONDENT

**AFFIDAVIT IN SUPPORT OF THE ATTORNEY GENERAL'S PETITION TO
ENFORCE CIVIL INVESTIGATIVE DEMAND AND SUBPOENA**

1. My name is Melanie Manley. I am competent to testify to the facts described below, and I have personal knowledge of these facts. I am submitting this Affidavit in support of the Attorney General's petition (the "Petition") to enforce the civil investigative demand (CID) and subpoena served on the Respondent, Shree Ambica LLC and at times potentially also known as Marathon Food Mart T Mart 433 ("Respondent" or "T Mart").

2. For all times relevant to this affidavit, I have resided in Logan County, Kentucky.

3. On or about October 8, 2025, I was at the location of 926 South Main Street Franklin, Kentucky, which is located in Simpson County, Kentucky. At the time I was there, this location was a gas station and convenience store which appeared to sell Shell branded gasoline.

4. On that same date and location, I personally saw advertisements which contained the words "Pregnant? Don't want to be? Learn more at mayday.health" Said advertisements were located on the various gas pumps at the gas station, directly above each gas pump's meter.

5. While at the location I took pictures of the location and the advertisements. The pictures I took are attached as Attachment A to this Affidavit.

6. I affirm and swear that these pictures truly and accurately depict the location of 926 South Main Street, Franklin, Kentucky and the advertisements I saw there as they appeared to me on October 8, 2025.

7. After taking said pictures and leaving the location, I contacted the Attorney General's Office and sent them digital copies of the pictures I took.

I declare under penalty of perjury under the laws of the Commonwealth of Kentucky that the foregoing is true and correct. Executed on _____.

Melanie Manley
Melanie Manley

STATE OF Kentucky
COUNTY OF Logan)

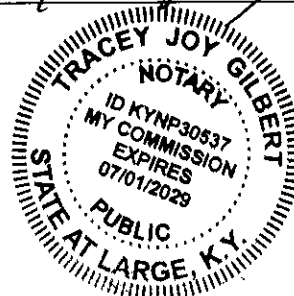
Subscribed, sworn to and acknowledged before me by March 9, 2026
(name), Melanie Manley (title), on behalf of Life Choice, on
March 9, 2026

My Commission expires: 7-1-29

Signature: Tracey Gilbert

Print Name: Tracey Gilbert

Title: Branch Manager, Notary



ATTACHMENT A

46961605-8638-48D9-B91B-BC5D82D351A5 : 000028 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000004 of 000006



46961605-8638-48D9-B91B-BC5D82D351A5 : 000029 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000005 of 000006



Exhibit 3

46961605-8638-48D9-B91B-BC5D82D351A5 : 000031 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000001 of 000007

https://www.kentuckytoday.com/baptist_life/kentucky-pregnancy-centers-push-back-on-gas-station-abortion-pill-ads/article_27486712-f058-47fc-8f29-fb18ef02d9fe.html

FEATURED

Kentucky pregnancy centers push back on gas station abortion pill ads

TESSA REDMOND, Kentucky Today
Sep 6, 2025



A Mayday Health ad at a Kentucky gas station. (Submitted photo)



A weekslong abortion pill advertising campaign at more than 80 Kentucky gas stations is wrapping up this weekend, and the state's pregnancy resource centers that serve women and their families located in those communities are expressing concern.

The ads, placed by Mayday Health on gas pumps in locations like Paducah, Owensboro, Manchester and Lawrenceburg, say: "Pregnant? Don't want to be? Learn more at Mayday.Health."

Disappointment, frustration, sadness

Laurel County Life Center in London used to see women seeking information on abortion before *Roe v. Wade* was overturned in 2022. Olivia Taylor, executive director of the center, said the Internet, more than gas station ads, has impacted her community.

"It's so easy to just Google where to get an abortion and if they're really set on that, they don't even have to come through us because they can find that information on their own," Taylor said.

Melanie Manley, executive director at Life Choice Pregnancy Center in Russellville, thinks the ads will be impactful because the gas stations in her rural area are busy.

"People think since *Roe v. Wade* fell and abortion is illegal in Kentucky that abortions aren't happening, when actually for pregnancy centers, the fight is harder than it was before *Roe v. Wade*...because when Planned Parenthood had an office in Louisville that was actively doing abortions, people understood they had to give money to combat that. But when you see that the abortion pill is 'illegal' in Kentucky and there are no abortions being performed, the general public thinks the battle's been won when it's only gotten worse...You can mail-order a six-pack in 10 minutes."

Easy accessibility to abortion pills is what Mayday Health aims to highlight.

"We've heard from individuals who didn't even know abortion pills existed until they found us. Mayday Health is here to fill that gap and ensure people can access evidence-based information safely, anonymously, and without judgment.," said Liv Raisner, who founded Mayday Health to share information about abortion-inducing drugs in 2022 after the Supreme Court dismantled a federal right to elective abortion.

Mayday Health does not provide abortion pills, but links to several prescribing organizations. All five will mail mifepristone and misoprostol—the two-drug regimen used to terminate a pregnancy—without confirming the requestor is pregnant and early enough in the pregnancy to safely take the drugs.

When stored properly, mifepristone has a shelf life of about five years; misoprostol can last around two years.

"I think it's very dangerous, first of all, to just hand out pills like that without being under a doctor's care. That is just negligent," said Rebecca Clere, director of client services at Two Hearts Pregnancy Center in Ashland.

"It's alarming," said Carla Estes, executive director of Crossroads Life Center in Glasgow. "It's very frustrating that [the ads] can be run here in the state of Kentucky with us being a no abortion state."

Attorney General Russell Coleman hasn't weighed in on the legality of Mayday Health's ad campaign.

"Our Office is aware of these advertisements, and we are reviewing the matter," said a spokesman for Coleman's office.

Raisner previously told the West Virginia Watch that Mayday Health is "spreading First Amendment-protected free speech" and the organization isn't concerned about advertising because "we don't sell, distribute or package abortion pills."

"Abortions are illegal in Kentucky regardless of the method," said Rep. Nancy Tate, chair of the state legislature's Pro-Life Caucus and sponsor of many of Kentucky's pro-life laws. "I have and will continue to work with pro-life legislators and organizations to determine the best way to stop the people that are determined to kill our babies in the womb."

Tate previously told Kentucky Today that it was her intention to address abortion pills in the 2026 legislative session.

Abortion pill reversal counteracts mifepristone use in Kentucky

A pregnancy resource center employee who spoke with Kentucky Today on condition of anonymity said a client recently visited the center seeking a way to save her pregnancy after starting the process of aborting her unborn child.

"We panicked," the mother said. She had taken mifepristone at an out-of-state abortion clinic, cried on her way home and throughout the night. Her husband searched for possibilities of reversing the effects of the first abortion pill, and the couple was referred to the pregnancy center, whose medical director prescribes the Abortion Pill Reversal (APR) regimen—progesterone and weekly follow-up ultrasounds—to women who wish to continue their pregnancies.

"The mom cried her entire visit in regret," the employee stated. "However, [she] cried with tears of joy when seeing the progesterone she began taking had spared her baby's life. She didn't know how she would have lived with herself had the abortion been completed."

The center has seen five women in the past year alone seeking to stop the effects of mifepristone on their pregnancies. Only three were successfully treated; two of the unborn children did not survive the impact of the first abortion pill.

"It speaks to the reality of regret," the employee said.

Angie Crawford, who serves as executive director at Alpha Pregnancy Care Center in Hopkinsville, said she was "saddened and frustrated" at pro-abortion advocates minimizing the effects of the abortion pill.

"There is so much more involved than deciding you 'don't want to be pregnant.' They oversimplify the issue and mislead moms into thinking this pill is equal to an over-the-counter pain reliever or antibiotic. We see moms on a regular basis who grieve and regret taking the abortion pill, stating their lives were never the same. The abortion pill does more than kill the baby in the womb; it harms the mom who takes it."

Raisner said to blowback to the ads in Kentucky was welcome, because the attention would amplify Mayday Health's message.

"No matter the abortion bans in place, the reality is: if you are pregnant and don't want to be, you have options," Raisner noted.

Those options come with "huge medical red flags," according Dr. Jonathan Abbott, a board-certified OB/GYN in Hopkinsville.

"As far as the safety of mifepristone, there's plenty of documented evidence that it has significant complications," Abbott said, noting that in his experience the drug is not nearly as safe as it's marketed.

Mifepristone, which creates an absence or significant drop in the pregnancy-support hormone progesterone, is approved by the FDA to end an intrauterine pregnancy through 10 weeks gestation (70 days or less since the first day of the last menstrual period).

"But most of the time these patients are getting this over the phone. Nobody's doing an ultrasound. Nobody's documenting how far along they are; they're just kind of going off of the last menstrual period," Abbott said.

And many of his patients who have had chemical abortions have said prescribers led them to "fudge the dates to make sure they're less than 12 weeks" and told them to go to an ER if they experience complications and tell medical staff they're having a miscarriage "which then limits our ability to care for them on the back end."

"We don't do this with any other medicine in the medical industry. We don't tell somebody, 'Yeah, take this medicine, but if you have a complication, don't talk to me about it. Just go see somebody else and lie to them about what medicine you took,'" said Abbott. "We don't do that with any other thing. Why are we doing this with mifepristone? It doesn't make any medical sense. It's just a political game. We're putting women's lives at risk in the process."

Data shows women beyond 12 weeks who take the pill have a one in three chance of needing emergency surgery and a transfusion, and Abbott has seen multiple cases come through the ER. Mifepristone is not recommended, and is less likely to work, in the second trimester because the placenta begins to bear the burden shouldered by progesterone—meaning taking the first abortion pill won't necessarily stop the fetus from developing.

"A lot of times you're going to get into a lot of those complications because now if you have a pregnancy that's still growing, but the uterus is cramping and squeezing and trying to expel this [after taking misoprostol], then that's where they run into significant bleeding. Plus, you've got a placenta that's starting to grow now with recruitment of uterine blood flow to help that as well, and so you've gotten a lot more of a bleeding risk with that," Abbott said.

As a medical adviser for the Abortion Pill Rescue Network and the medical director for three Kentucky pregnancy centers, Abbott has prescribed APR and overseen that treatment for multiple pregnant women who regretted taking mifepristone.

In prescribing progesterone, "we're basically trying to help her body compete with that medicine so that there's more progesterone around than there is medicine available so that it still gets to those receptors to help the pregnancy continue to grow," Abbott explained.

Whether a patient directly calls a pregnancy center seeking help or is referred to Abbott through the Abortion Pill Reversal hotline, he speaks directly with the woman to explain the protocol and the importance of follow up and provides his contact information in case she experiences complications or has questions. Before a prescription is called in, the woman has an ultrasound at his clinic or one of the pregnancy centers he works with to confirm the gestational age and placement of the pregnancy.

"We're following along to kind of see, is the baby growing? And so at any point, if they do miscarry, if we do an ultrasound and see a baby that now has no cardiac activity, then we're going to be able to intervene quickly and also if they have complications, we're going to be able to see them quickly."

The sooner women start the daily progesterone dose, the greater the likelihood it outcompetes the mifepristone.

"About 75 percent of the time babies make it," Abbott said, "as long as they start the protocol within that first 24 hours after taking the mifepristone."

Tessa Redmond

Assistant Managing Editor & Life Issues Reporter

Exhibit 4

46961605-8638-48D9-B91B-BC5D82D351A5 : 000038 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000001 of 000005

https://www.kentuckytoday.com/news/abortion-pill-advocacy-soars-over-kentucky-state-fair-advertising-illegal-drugs/article_0fe174cf-fd08-4c69-bc91-51f6c0329a7f.html

FEATURED

Abortion pill advocacy soars over Kentucky State Fair advertising 'illegal drugs'

TESSA REDMOND, Kentucky Today

Aug 29, 2026



(Right to Life of Louisville Facebook photo)



LOUISVILLE, Ky. (KT) — Award-winning produce, baked goods, textiles and livestock weren't the only items on display at the Kentucky State Fair. Mayday Health, a reproductive health education nonprofit, took to the skies to promote mail access to abortion-inducing drugs.

Leo Raisner, who founded Mayday Health and serves as executive director, said the organization goes where the crowds are, and the commonwealth's fair draws more than 600,000 people a year.



Video provided by Leo Raisner.

"Mayday shares information about abortion pills in states where clinics are banned or restricted," Raisner said. "We want everyone to know that safe, effective abortion medication exists."

Raisner said there's a "flood of misinformation" about the safety and efficacy of abortion pills online, and so Mayday doesn't stop at social media ads promoting mail access to the drugs.

"We've found it's just as important to step outside the digital fight altogether and reach people with facts the old-fashioned, analog way."

Mayday Health first promoted abortion pills in Kentucky late last summer, running ads—stating "Pregnant? Don't want to be? Learn more at Mayday.Health"—at more than 80 gas stations statewide.

Mayday does not provide abortion pills, but links to several prescribing organizations. All five will mail mifepristone and misoprostol—the two-drug regimen most commonly used to terminate a pregnancy—without confirming the requestor is pregnant or early enough in the pregnancy to take the drugs.

Raisner said Mayday's advocacy is protected by the First Amendment, even in Kentucky, where shipping, ordering and taking abortion-inducing drugs is banned.

Attorney General Russell Coleman disagrees.

"It appears abortion activists are flying over Louisville advertising illegal drugs. They are breaking the law," Coleman told Kentucky Today. "Since January, our Office has been investigating mail order abortion pills targeting vulnerable Kentuckians. We will not tolerate this illegal danger."

The AG's civil investigation launched at the beginning of the year is seeking to determine whether Mayday violated Kentucky law—including 2022's House Bill 3, which prohibits the mailing or delivery of abortion-inducing drugs in the state, and Kentucky's Consumer Protection Act, which prohibits deceptive or misleading communications with Kentuckians.

Coleman did not elaborate Saturday on actions his office might take to stop Mayday and their advertisements—what Raisner calls "guerilla marketing."

"We've faced pushback, lawsuits, and threats from state attorneys general before, and we've won every time," Raisner said.

"Mayday and organizations like theirs are the tip of the iceberg," said Addia Wuchner, executive director of Kentucky Right to Life.

Shield laws in multiple states protect from litigation abortion pill providers who send the drugs into jurisdictions where abortion is illegal, and women continue to order the pills through the mail despite their state laws—including in Kentucky. Early this year, a Wolfe County woman was indicted on multiple charges related to her self-managed abortion.

That's why Kentucky Right to Life worked with lawmakers on House Bill 646 during the 2026 legislative session. The bill, which died in committee, would have classified abortion-inducing drugs as controlled substances, targeted entities that ship those and other death-inducing drugs into Kentucky, upgraded penalties for violators and provided civil remedies for those harmed.

"It's illegal what they're doing, but I believe we have to have more punch, and a different way to go after them, to go around those shield laws," Wuchner added.

Rep. T.J. Roberts, R-Burlington, confirmed that he plans to refile the legislation in 2027.

"I generally don't speculate on what we'll [the General Assembly] pass, but as the lives of babies continue to be intentionally ended in Kentucky by a lobby that glorifies the practice and openly defies our current laws, I certainly hope we can tackle this issue and ensure that these groups know Kentucky values life and is no place for their Merchant of Death business model," Roberts said.

"I do this because I believe everyone in this country deserves equal access to the truth about their health care options, no matter what state they live in," Raisner said.

Tessa Redmond

Assistant Managing Editor & Life Issues Reporter

Exhibit 5

46961605-8638-48D9-B91B-BC5D82D351A5 : 000043 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000001 of 000004

LOCAL NEWS

Kentucky AG says activists 'advertising illegal drugs' after pro-abortion banner flies over State Fair

A controversial banner at Kentucky's State Fair, reading "Abortion Pills By Mail," sparks debate as the attorney general accuses the company of breaking the law.



Author: Kaitlin Campbell
Published: 10:52 PM EDT August 30, 2026
Updated: 11:27 PM EDT August 30, 2026



LOUISVILLE, Ky. — As people visited the state fair, some may have seen a banner that is stirring up conversations.

"Abortion Pills By Mail," read the banner by Mayday Health. The organizations provides educational reproductive resources, with the goal of connecting people to what they need.

Kentucky Attorney General Russell Coleman took to social media saying, "It appears abortion activists are flying over Louisville advertising illegal drugs. They are breaking the law. Since January, our Office has been investigating mail order abortion pills targeting vulnerable Kentuckians. We will not tolerate this illegal danger."

At the state fair, Kentucky Religious Coalition for Reproductive Choice member Dr. Michelle Elisburg says education is important.

"I just think that even kids, and every person is entitled to the same, factual information," she said.

Elisburg explains the banner provides information that may be harder to receive in a state with near total abortion laws.

According to Kentucky law, abortions aren't allowed at any stage of the pregnancy with no exception for rape survivors. An abortion is only to be performed to prevent death or permanent impairment.

"There are many different faiths, many people believe many different things, and the government should not be telling you what you can do to your body, based on the legislators religious beliefs," Elisburg added.

Mayday Health Executive Director Leo Raisner said they bring attention about abortion access where crowds typically gather -- whether it be a football game or a Taylor Swift concert and now the Kentucky State Fair, which draws 600,000 people annually.

"We want everyone to know that safe, effective abortion medication exists," Raisner said.

Allyson Mullis, a fairgoer said she was shocked at the banner.

"I don't know why we would be advertising that or like promoting that," she said.

Mullis emphasizes the fair is where families gather, adding, "There's other, better solutions - and better things to promote."

This isn't Mayday Health's first run in with Attorney General Coleman.

In January, [Coleman's office](#) announced an investigation into six gas stations in southwest Kentucky, where MayDay had placed advertisements.

Raziel Huffcker, a fellow fair visitor, agrees with Mullis.

"I don't think it should be advertised at all, although people have their own choices. I don't agree with it," he said.

The fair includes hundreds of vendors, including a range of healthcare providers, emergency response services, and small businesses.

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WHAS

Mother arrested after children found in 'deplorable' conditions in Lyndon

WHAS

LOADING NEXT ARTICLE...

Exhibit 6

46961605-8638-48D9-B91B-BC5D82D351A5 : 000047 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000001 of 000059

AFFIDAVIT OF SCOTT WHITAKER

1. My name is Scott Whitaker. I am competent to testify to the facts described below, and I have personal knowledge of these facts. I am submitting this Affidavit in support of the Attorney General's complaint against Mayday.Health and Mayday Medicines Inc. d/b/a Mayday Health (the "Complaint").

2. For all times relevant to this affidavit, I have been employed at the Kentucky Office of the Attorney General as an investigator in the Office of Consumer Protection.

3. On February 12, 2026, I accessed the website <https://mayday.health/> ("Mayday.health") through the web browser Microsoft Edge on my work computer. On March 19, 2026, I signed an affidavit in which I testified about what I saw on the website that day, and included my testimony concerning the information, images, and layout of the website. I attached screenshots to that affidavit that I took of the website on February 12, 2026, and I testified that they constituted true and accurate depictions of the website on the day I took them. A true and accurate copy of the screenshots I took of the website on February 12, 2026 are attached here as **Attachment A**.

4. On September 2, 2026, I accessed the Mayday.health website again through the web browser Microsoft Edge on my work computer. The website had changed in certain ways since I last visited it.

5. On September 2, 2026, the Mayday.health homepage appeared substantially the same as it did in February of 2026. It still asked in bold font "What do you need?" and the biggest link under that text still said "Abortion." One change on the homepage since February, however, was that the AI chatbot "Charley" was removed. Previously, the chatbot prompt would pop up

with a notification that said “Hi, my name’s Charley. I can help you get or manage an abortion.” And then a translation of the same statement into Spanish.

6. When I clicked on the “Abortion” link, the format changed since I last visited in February. Now, the “Abortion” link took me immediately to the page which directs its visitors on where to order abortion pills. The page lists and directly links to 5 abortion pill providers. Additionally, this webpage also states that each provider ships to all 50 states. Moreover, the webpage also listed the cost information for each provider and how quickly that provider will ship the abortion pills.

7. Previously, the “Abortion” link on the Mayday homepage worked differently and had additional pages. Those now removed pages included a map of the US that showed where abortion was illegal, and also a page that asked visitors various questions such as “How long has it been since your last period?” Regardless of the changes, both version of the website still directly linked visitors to locations on where to acquire abortion pills through the mail.

8. All of the above information was found on various webpages all under the domain of “<https://www.mayday.health/>”.

9. On September 2, 2026, while viewing Mayday.health I took screenshots of Mayday.health’s various web pages using Microsoft Edge’s screenshot capture tool and print to pdf function. These screenshots are attached in a cropped format as **Attachment B** to this affidavit.

10. I affirm and swear that these screenshots truly and accurately depict the pages that I viewed on <https://www.mayday.health/> as they appeared to me on September 2, 2026.

11. Also on the Mayday.health homepage are various links, including one that says “Merch.” When I clicked on that link it took me to the website <https://maydayhealth-shop.fourthwall.com/>, which appears to be run by Mayday.health. That page showed that Mayday

sells various merchandise such as hoodies, bumper stickers, and others. Notably, at the top of the page the website says: “We are entirely funded by donations and merchandise sales, so your support will help empower people with the education they need to make informed choices about their own bodies and learn how to access abortion pills through the mail in all 50 states.”

12. On September 2, 2026, while viewing <https://maydayhealth-shop.fourthwall.com/> I took a screenshot of said page using Microsoft Edge’s screenshot capture tool. This screenshot is attached in a cropped format as **Attachment C** to this affidavit.

13. I affirm and swear that this screenshot truly and accurately depicts the page that I viewed on <https://maydayhealth-shop.fourthwall.com/> as it appeared to me on September 2, 2026.

14. Another link on the Mayday.health homepage took me to <https://twitter.com/HealthMayday>, which is a twitter account (Now “X”) run by Mayday. A pinned post on Mayday’s account said “🔴 PLEASE SHARE 🔴 Do you live in a state that bans abortions? With the help of mail-forwarding, you can still get safe, effective abortion pills from a doctor in days. RT this thread to spread the word—so the people who need help learn how they can get it:” and then attached to the post is an image which says “ABORTION AT HOME, IN ANY STATE visit Mayday.health to learn your rights and find resources.”

15. On September 2, 2026, while viewing <https://twitter.com/HealthMayday> I took a screenshot of said page using Microsoft Edge’s screenshot capture tool. This screenshot is attached in a cropped format as **Attachment D** to this affidavit.

16. I affirm and swear that this screenshot truly and accurately depicts the page that I viewed on <https://twitter.com/HealthMayday> as it appeared to me on September 2, 2026.

17. Another link on the Mayday.health homepage took me to <https://www.instagram.com/mayday.health/>, which is an instagram account run by Mayday. One

of those posts showed a banner that they claimed was flown over Louisville, which said "Abortion Pills by Mail Mayday.health."

18. On September 2, 2026, while viewing <https://www.instagram.com/mayday.health/> I took a screenshot of said page using Microsoft Edge's screenshot capture tool. This screenshot is attached in a cropped format as **Attachment E** to this affidavit.

19. I affirm and swear that this screenshot truly and accurately depicts the page that I viewed on <https://www.instagram.com/mayday.health/> as it appeared to me on September 2, 2026.

I declare under penalty of perjury under the laws of the Commonwealth of Kentucky that the foregoing is true and correct. Executed on 9-2-2026.


Scott Whitaker

STATE OF Kentucky
COUNTY OF Franklin)

Subscribed, sworn to and acknowledged before me by Scott Whitaker
(name), Executive Advisor (title), on behalf of _____, on
September 2, 2026

My Commission expires: March 8, 2029.

Signature: 
Print Name: USA G. Cochran
Title: Notary Public KYNP 25073

Attachment A of the September 2026 Affidavit of Scott Whitaker

46961605-8638-48D9-B91B-BC5D82D351A5 : 000052 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000006 of 000059

Quick Exit

 ES

MAYDAY.HEALTH

Donate

Merch

Resources

What do you need?

Abortion

Morning after pills

Birth Control

Gender-Affirming Care



Hi, my name's Charley. I can help you get or manage an abortion. / Hola, mi nombre es Charley. Puedo ayudarte a conseguir o manejar un aborto.

Did you know you can proactively order abortion pills even if you're not currently pregnant? Click [here](#) for more info.

Interested in the abortion procedure instead? [Go here](#).

Before going to any external websites, you can [take these steps](#) for digital privacy.

Identify a visitor.

 This site collects **zero data** that could identify a visitor.

 This site collects **zero data** that could identify a visitor.

 This site collects **zero data** that could identify a visitor.



Mayday is a reproductive health education nonprofit

Our Mission



Additional Resources

Links to trusted organizations.

Before going to any external websites below, you can [take these steps](#) for digital privacy.

Abortion decision support



Quick Exit

 ES

MAYDAY.HEALTH

Donate

Merch

Resources

<

How long has it been since your last period?

Less than 12 weeks

More than 12 weeks

I don't know

Just take me to the abortion pills >

Did you know you can proactively order abortion pills even if you're not currently pregnant? Click [here](#) for more info.

Interested in the abortion procedure instead? [Go here.](#)

Abortion pills are safe, effective during the first 12 weeks, and FDA-approved to get in the mail in all 50 states. It is safe to do your own abortion at home with abortion pills. Questions about cost, legal risk, and websites we link out to are answered in our [FAQ](#).

Hi, my name's Charley. I can help you get or manage an abortion. / Hola, mi nombre es Charley. Puedo ayudarte a conseguir o manejar un aborto.



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This site collects zero data that could identify a visitor.

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Our Mission

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Additional Resources

Links to trusted organizations.

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Abortion decision support

>

Filed

26-CI-00313 09/03/2026 Mary Orange Burkeen, Logan Circuit Clerk

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EXH : 000008 of 000059

Quick Exit



ES

MAYDAY.HEALTH

Donate

Merch

Resources

Do you live in a **red state** on the map below?



Just take me to the abortion pills >

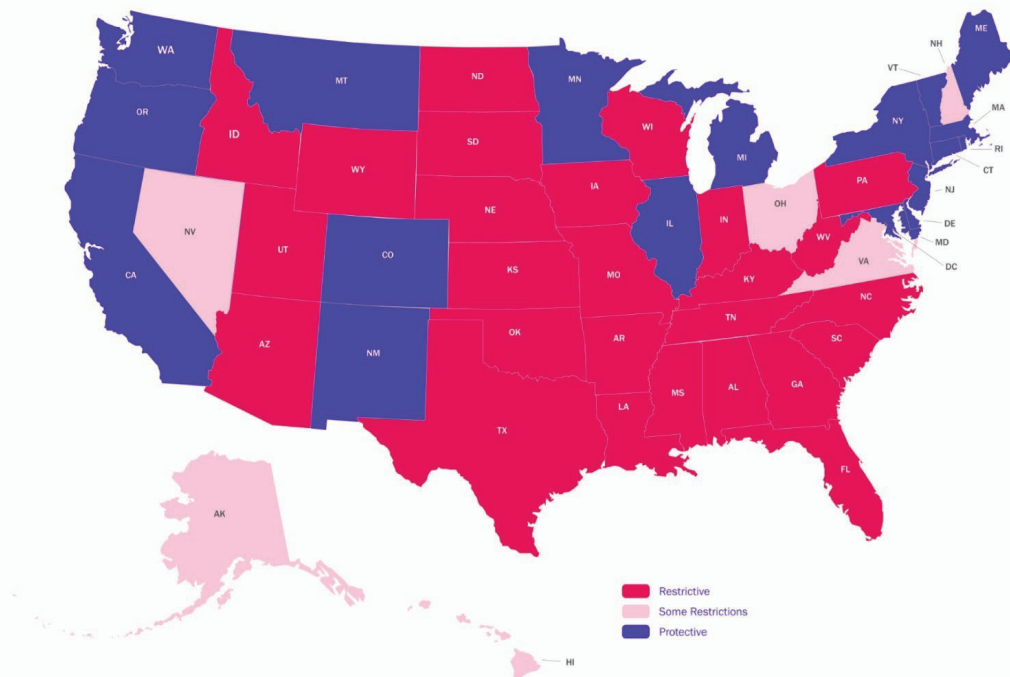
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Hi, my name's Charley. I can help you get or manage an abortion. / Hola, mi nombre es Charley. Puedo ayudarte a conseguir o manejar un aborto.



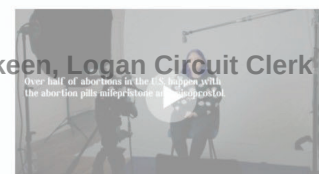
Yes

No



Abortion pills are safe, effective during the first 12 weeks, and FDA-approved to get in the mail in all 50 states. It is safe to do your own abortion at home with abortion pills. Questions about cost, legal risk and websites we link out to are answered in our [FAQ](#).

Mayday Videos



Before going to any external websites below, you can [take these steps](#) for digital privacy.

Hi, my name's Charley. I can help you get or manage an abortion. / Hola, mi nombre es Charley. Puedo ayudarte a conseguir o manejar un aborto.

Order from:

Aid Access

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

Abuzz

SHIPS TO SELECT STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

The MAP

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

A Safe Choice

SHIPS TO ALL STATES

COST: \$150

DELIVERY WITHIN 4 DAYS

We Take Care of Us

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 3 BUSINESS DAYS

FAQs

How are health care providers able to get me pills?



Questions about cost, legal risk, and websites we link out to?



Attachment B of the September 2026 Affidavit of Scott Whitaker

46961605-8638-48D9-B91B-BC5D82D351A5 : 000057 of 000122

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EXH : 000011 of 000059

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ES

MAYDAY.HEALTH[Donate](#)[Merch](#)[Resources](#)

What do you need?

[Abortion](#)[Morning after pills](#)[Birth Control](#)[Gender-Affirming Care](#)

Did you know you can proactively order abortion pills even if you're not currently pregnant? Click [here](#) for more info.

Interested in the abortion procedure instead? [Go here](#).

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Mayday is a
reproductive
health education
nonprofit

[Our Mission](#)

[Quick Exit](#)[ES](#)[MAYDAY.HEALTH](#)[Donate](#)[Merch](#)[Resources](#)

Before going to any external websites below, you can [take these steps](#) for digital privacy.

Order from:

Abuzz

[SHIPS TO ALL 50 STATES](#)[COST: SLIDING SCALE](#)[DELIVERY WITHIN 5 DAYS](#)

At Home Abortion

[SHIPS TO ALL 50 STATES](#)[COST: SLIDING SCALE](#)[DELIVERY WITHIN 5 DAYS](#)

The MAP

[SHIPS TO ALL 50 STATES](#)[COST: SLIDING SCALE](#)[DELIVERY WITHIN 5 DAYS](#)

A Safe Choice

[SHIPS TO ALL STATES](#)[COST: \\$150](#)[DELIVERY WITHIN 4 DAYS](#)

We Take Care of Us

[SHIPS TO ALL 50 STATES](#)[COST: SLIDING SCALE](#)[DELIVERY WITHIN 3 BUSINESS](#)[DAYS](#)

This site collects zero data that could identify a visitor.

MAYDAY.HEALTH

Before going to any external websites below, you can take these steps for digital privacy.

Order from:

Abuzz

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

At Home Abortion

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

The MAP

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

A Safe Choice

SHIPS TO ALL STATES

COST: \$150

DELIVERY WITHIN 4 DAYS

We Take Care of Us

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 3 BUSINESS DAYS

FAQs

How are health care providers able to get me pills>

Questions about cost, legal risk, and websites we link out to>

Want more information and other ways to get pills>

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Info on digital privacy, legal concerns, and medical questions

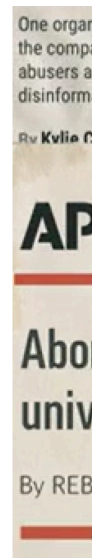
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Medical Hotline

Legal Helpline

02:53

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The New York Times

TIME

The Atlantic

AP



MAYDAY.HEALTH

Mayday Medicines, Inc. 767 Broadway #1555 New York, New York 10003

For media inquiries only:
media@mayday.health



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[FAQ](#)

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MAYDAY.HEALTH

What do you need?

Abortion

Morning after pills

Birth Control

Gender-Affirming Care

Did you know you can proactively order abortion pills even if you're not currently pregnant? Click [here](#) for more info.

Interested in the abortion procedure instead? [Go here.](#)

This site collects **zero data** that could identify a visitor.

This site collects **zero data** that could identify a visitor.

Mayday is a reproductive health education nonprofit

Our Mission

Our mission is to share information about abortion pills, birth control, and gender-affirming care in any state. We hope to empower people to make their own informed decisions about their own bodies.

Our information comes from top clinicians, lawyers and health experts.

Mayday does not ask for any personal info. We do not track info that could be used to identify a visitor to this website. We do not sell, handle or benefit from abortion pills. We are not affiliated with any telehealth providers. We do not give medical or legal advice.

We just want people to know their options.

Additional Resources

Links to trusted organizations.

Before going to any external websites below, you can
take these steps for digital privacy.

Abortion decision support



All-Options

Abortion pill FAQs



Plan C

What to expect



HowToUse

We Testify: Self-managed abortion

We Testify: Abortion 101

Reprocare

Financial support



National Network of Abortion Funds

Women's Reproductive Rights Assistance Project

Questions on logistics/delivery times/support while waiting[r/abortion](#)[Reprocare](#)[I Need an A: Abortion stories](#)[We Testify: Abortion stories](#)

Online/phone medical support[M+A Hotline](#)[r/abortion](#)

In-person medical support[Will medical staff know if I've used abortion pills?](#)[Abortion Finder](#)[I Need an A](#)

Emotional support[Reprocare](#)[Exhale Pro-Voice](#)

Legal support If/When/How Repro Legal Helpline Pregnancy Justice	▼
Privacy support Digital Defense Fund	▼
Reproductive Justice SisterSong	▼
State-by-state guide to pills Plan C	▼

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TIME



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IndyStar.

MAYDAY.HEALTH

Mayday Medicines, Inc. 767 Broadway #1555 New York, New York 10003

For media inquiries only:
media@mayday.health



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[FAQ](#)

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MAYDAY.HEALTH

Donate to Mayday's healthcare education campaign today!

Choose an Amount

Your contribution will benefit Mayday Health.

One-Time Donation

Monthly Donation

\$1,000

\$500

\$250

\$100

\$50

\$25

\$10

Choose your own amount

Donate Today!

Does your employer use Benevity for corporate matching? If so, search for us there to ensure that your employer is supporting our work as well!

Mayday Health is a nonprofit that exists to provide information about how people can get mail-order abortion pills, birth control, emergency contraception, and gender affirming care in all 50 states, regardless of harmful state restrictions.

An investment in Mayday is an investment in those who are most harmed by abortion bans.

Your gift helps us do this crucial work. Because of you, we will now be able to reach more people with the life-saving information they need to understand every reproductive health care option available to them – regardless of where they live.



Thank you so much for your tax deductible gift to Mayday Medicines, Inc. (DBA Mayday Health).

Mayday Medicines, Inc. 767 Broadway #1555 New York, New York 10003

Mayday Featured

The New York Times

TIME

The Atlantic

AP



The Guardian

The Washington Post



Bloomberg

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IndyStar.

MAYDAY.HEALTH

Mayday Medicines, Inc. 767 Broadway #1555 New York, New York 10003

For media inquiries only:
media@mayday.health



[Privacy Policy](#)

[FAQ](#)

This site collects zero data that could identify a visitor.

MAYDAY.HEALTH

Before going to any external websites below, you can take these steps for digital privacy.

Order from:

Abuzz

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

At Home Abortion

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

The MAP

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 5 DAYS

A Safe Choice

SHIPS TO ALL STATES

COST: \$150

DELIVERY WITHIN 4 DAYS

We Take Care of Us

SHIPS TO ALL 50 STATES

COST: SLIDING SCALE

DELIVERY WITHIN 3 BUSINESS DAYS

FAQs

How are health care providers able to get me pills?

Shield laws offer protection for doctors, nurses and other practitioners in abortion-friendly states who prescribe and send abortion pills to people living in other states that ban or severely restrict abortion. In many states, these laws protect prescribers and patient data, helping patients in other states access abortion pills online from the prescribers. For more information on shield law prescribers, visit the [Abortion Coalition for Telemedicine](#).

Questions about cost, legal risk, and websites we link out to?

Check out our [FAQ](#).

Want more information and other ways to get pills?

Visit Plan C's [state by state guide](#).

Visit [Red State Access](#) for info on community support networks (volunteers who provide pills for free).

ata that could identify a visitor.

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This site coll

Info on digital privacy, legal concerns, and medical questions

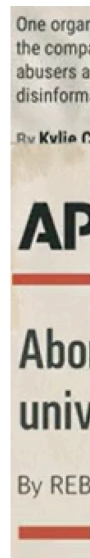
Privacy Guide

Medical Hotline

Legal Helpline

02:53

Mayday Videos



Mayday Featured

The New York Times

TIME

The Atlantic

AP



The Washington Post



Bloomberg

teenVOGUE

yahoo!finance

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AXIOS

COSMOPOLITAN



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Frequently Asked Questions

What if I'm concerned about the cost?

Many providers offer financial assistance. Let them know if you need this. They can also connect you to [abortion funds](#), which can pay for your care.

What is my legal risk?

Mayday does not provide legal advice. We are not aware of any successful criminal prosecution for self-managing a first trimester abortion after the overturn of Roe v. Wade, but this does not predict future risk. For more info you can call the Repro Legal Helpline for free advice at (844) 868-2812 or by visiting their website [here](#).

Are abortion pills safe?

According to the World Health Organization, abortion pills are safe and effective in the first 12 weeks of pregnancy. If you are 12 weeks more pregnant we link to [inedana](#), a trusted source which has information on abortion procedures and care after 12 weeks.

Why do other buttons send me to other websites? Can I trust them?

Some of our links go to other websites because they have the best content for a certain aspect of abortion care. We only link to other trusted websites and partners. You can go [here](#) to see how to best protect your digital privacy before leaving Mayday.

Mayday Videos



Mayday Featured



The Atlantic

AP



The Guardian

The Washington Post



Bloomberg

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media@mayday.health



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MAYDAY.HEALTH

What do you need?

Abortion

Morning after pills

Birth Control

Gender-Affirming Care

Did you know you can proactively order abortion pills even if you're not currently pregnant? Click [here](#) for more info.

Interested in the abortion procedure instead? [Go here.](#)

This site collects **zero data** that could identify a visitor.

This site collects **zero data** that could identify a visitor.

Mayday is a reproductive health education nonprofit

Our Mission



Additional Resources

Links to trusted organizations.

Before going to any external websites below, you can
take these steps for digital privacy.

Abortion decision support



All-Options

Abortion pill FAQs



Plan C

What to expect



HowToUse

We Testify: Self-managed abortion

We Testify: Abortion 101

Reprocare

Financial support



National Network of Abortion Funds

Women's Reproductive Rights Assistance Project

Questions on logistics/delivery times/support while waiting[r/abortion](#)[Reprocare](#)[I Need an A: Abortion stories](#)[We Testify: Abortion stories](#)

Online/phone medical support[M+A Hotline](#)[r/abortion](#)

In-person medical support[Will medical staff know if I've used abortion pills?](#)[Abortion Finder](#)[I Need an A](#)

Emotional support[Reprocare](#)[Exhale Pro-Voice](#)

Legal support



[If/When/How Repro Legal Helpline](#)

[Pregnancy Justice](#)

Privacy support



[Digital Defense Fund](#)

Reproductive Justice



[SisterSong](#)

State-by-state guide to pills



[Plan C](#)

Donate or Share

[**Donate Today**](#)

[Share Us on Social](#)

Mayday Videos



Mayday Featured

The New York Times

TIME

The Atlantic

AP



The Guardian

The Washington Post



Bloomberg

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COSMOPOLITAN



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IndyStar.

MAYDAY.HEALTH

Mayday Medicines, Inc. 767 Broadway #1555 New York, New York 10003

For media inquiries only:
media@mayday.health



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[FAQ](#)

Attachment C of the September 2026 Affidavit of Scott Whitaker

46961605-8638-48D9-B91B-BC5D82D351A5 : 000100 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000054 of 000059



MAYDAY IS A 501(C)(3) EDUCATION NONPROFIT.

We are entirely funded by donations and merchandise sales, so your support will help empower people with the education they need to make informed choices about their own bodies and learn how to access abortion pills through the mail in all 50 states.

HOODIES



"All 50 States" Map Cream Hoodie
\$40.00



"All 50 States" Map Black Hoodie
\$40.00



"They Don't Want You To Know This" Hoodie
\$40.00



"They Don't Want You To Know This" Cream Crewneck
\$35.00

[View All Hoodies](#)

T-SHIRTS



Attachment D of the September 2026 Affidavit of Scott Whitaker

46961605-8638-48D9-B91B-BC5D82D351A5 : 000102 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000056 of 000059



mayday.health
320 posts

Abortion at home, in any state.



mayday.health
@HealthMayday

Mayday is a 501c3 health education nonprofit. Abortion pills are safe, effective, and FDA-approved. And you can get them in all 50 states.

[mayday.health](#) Joined June 2022

3 Following 1,870 Followers

See mayday.health's full profile

Continue to X

PLEASE SHARE

Do you live in a state that bans abortions? With the help of mail-forwarding, you can still get safe, effective abortion pills from a doctor in days.

RT this thread to spread the word—so the people who need help learn how they can get it:

Abortion at home, in any state

Visit [MAYDAY.HEALTH](#) to learn your rights and find resources

127

23K

21K



mayday.health @HealthMayday · 2h
thank you for spreading our message < 3



Juanita Broaddrick @atensnut · 17h

This is disgusting. New York-based Mayday Health is pulling PR stunts at the Kentucky state fair to promote abortion. They did this to shock kids and families and their leftist agenda is not welcome in the heartland!

[fox56news.com/news/kentucky/...](https://fox56news.com/news/kentucky/)



213



mayday.health @HealthMayday · Apr 20, 2025

On Easter Sunday, we went to Lakewood Church in Houston, Texas. With 45,000 weekly attendees, we figured it was the perfect place to spread a crucial message: abortion pills are available by mail in all 50 states.



Log in or sign up for X

See what's happening and join the conversation

Continue with phone

Continue with Apple

Continue with Google

Log in with username or email

Terms · Privacy · Cookies

Ads Info · More ... © 2025

Scan to get the app



Attachment E of the September 2026 Affidavit of Scott Whitaker

46961605-8638-48D9-B91B-BC5D82D351A5 : 000104 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000058 of 000059



mayday.health

55K followers 57 following

mayday.health

mayday.health

Abortion pills. Gender-affirming care. Everyone should be able to access the health care they need.
maydayhealth-shop.fourthwall.com and 3 more

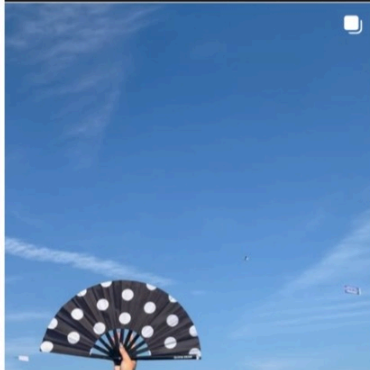
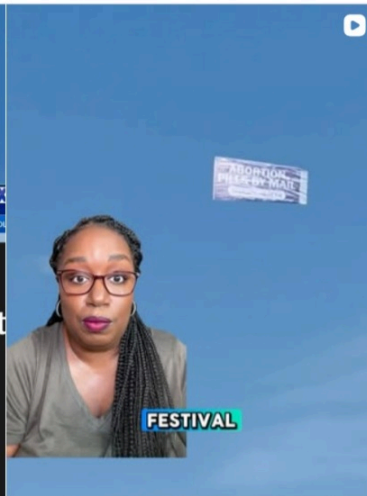
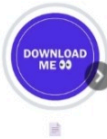
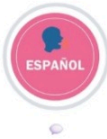
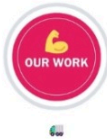
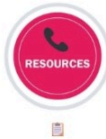
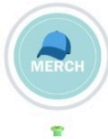


Exhibit 7

46961605-8638-48D9-B91B-BC5D82D351A5 : 000106 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000001 of 000015



**COMMONWEALTH OF KENTUCKY
OFFICE OF THE ATTORNEY GENERAL**

**RUSSELL COLEMAN
ATTORNEY GENERAL**

**1024 CAPITAL CENTER DRIVE
SUITE 200
FRANKFORT, KY 40601
(502) 696-5300**

SUBPOENA AND CIVIL INVESTIGATIVE DEMAND

TO: Shree Mahalaxmi Inc. d/b/a Family Market ("Family Market")
602 E. First St.
Russellville, KY 42276

SERVE: Registered Agent
Kiritkumar Ambalal Patel
133 Dakota Ln
Russellville, KY, 42276

Pursuant to the authority granted in KRS 367.240 and 367.250, the Attorney General of Kentucky, having reason to believe that a person has engaged in, is engaging in, or is about to engage in any act or practice declared to be unlawful by KRS 367.110 to 367.300; or having reason to believe it is in the public interest that an investigation should be made to ascertain whether a person in fact has engaged in, is engaging in or is about to engage in, any act or practice declared to be unlawful by KRS 367.110 to 367.300; or both, hereby executes this Subpoena and Civil Investigative Demand, as follows:

- _____ That Family Market furnish, under oath or affirmation, a report in writing setting forth the relevant facts and circumstances of which Family Market has knowledge.
- _____ That Family Market personally appear and testify at the following location on the following date and time: _____
- X** That, under oath or affirmation, Family Market answer the following requests and produce the following documents at the time and place above or, if blank, then by emailing them together with a completed sworn statement of authenticity and completeness of documents, by no later than twenty (20) days following service of this CID and Subpoena, to: matthew.cocanougher@ky.gov or U.S. Mail at the following address:

Office of the Attorney General of Kentucky
ATTN: Matthew Cocanougher
1024 Capital Center Drive
Suite 200
Frankfort, KY 40601

Failure to comply with this Subpoena and Investigative Demand may result in legal action pursuant to KRS 367.290. Intentional concealment, falsification or destruction

46961605-8638-48D9-B91B-BC5D82D351A5 : 000107 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000002 of 000015

of documents may be punishable as a class A misdemeanor under KRS 367.990(3). It is a class D felony to intentionally destroy, mutilate, conceal, remove, alter, or fabricate physical evidence believing that an official proceeding may be pending or instituted, pursuant to KRS 524.100.

Date Issued: January 7, 2026

RUSSELL COLEMAN
ATTORNEY GENERAL

By: 

Matthew Cocanougher
Assistant Attorney General
Office of Consumer Protection
Kentucky Office of the Attorney General
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601
(502) 892-8538
matthew.cocanougher@ky.gov

Served via: X

1. Certified mail, return receipt requested
2. Personal delivery
3. Fax
4. Email courtesy copy:

Date: _____

By: _____

Title: _____

46961605-8638-48D9-B91B-BC5D82D351A5 : 000108 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000003 of 000015

ATTACHMENT TO SUBPOENA AND CIVIL INVESTIGATIVE DEMAND**DEFINITIONS AND INSTRUCTIONS****DEFINITIONS**

“Agreement” means any oral or written agreement to provide goods or services to a customer, in exchange for consideration, monetary or otherwise. The term includes all communications forming part of the agreement, including, but not limited to, oral, electronic, graphic, and handwritten communications, and includes the agreement itself as well as any oral or written amendments, modifications, and addendums.

“Business Entity” refers to any entity organized for the carrying on of commercial activity, including, but not limited to, a corporation, partnership, limited liability company (LLC), and sole proprietorship. The term includes entities registered with the Kentucky Secretary of State, other governmental agencies, and unregistered entities.

“Concerning” or **“relating to”** means referring to, describing, evidencing, or constituting, or in any way pertaining to.

“Document” refers to any record of information of any type, including written, electronic, graphic, handwritten, etc. It includes but is not limited to invoices, receipts, notes, emails, texts, and correspondence.

“Goods” generally refers to all things which are moveable at the time of identification for an advertisement, offer, charge for, sale or fulfillment of goods.

“Identify” with respect to a person or company means to list name of contact person, name of company, address and phone number. With respect to a document, “identify” means to list the date, title, type (letter, email, invoice, etc.), author and recipients. For documents that are provided to the Attorney General’s office with Family Market’s responses, and indicated as responsive to a specific numbered question, Family Market does not need to list all the identifying information. “Identify” in all other respects means to describe in specific detail.

“Mayday Health” refers to “Mayday Health Inc.”, “Mayday Health Co.”, “Mayday Medicines, Inc.”, the website “Mayday.health”, the website “Maydaymed.org” and any affiliated Business Entities, including, but not limited to, subsidiaries and Online Platforms operated or controlled by Mayday.

“Online Platform” refers to any to any application, program, device, website, executable file, or service that provides, uses, or interacts with digital content and services on or through the internet.

“Family Market” refers to Shree Mahalaxmi Inc. d/b/a Family Market, and all Business Entities affiliated with it, regardless of whether the entity is registered with the Kentucky Secretary of State, some other governmental agency, or unregistered, and includes sole proprietorships and assumed names.

“Response Date” means the date Family Market substantively and completely responds to this CID and Subpoena.

INSTRUCTIONS

- a. Answer each request separately and fully in writing and under oath.
- b. As a convenience, defined terms may be capitalized and/or in bold font, but the presence or absence of capitalization or bold font does not alter or reduce the meaning of such terms.
- c. In answering the requests, furnish all information or documents known by Family Market, or available to Family Market, or in Family Market’s possession, direction, custody or control, regardless of how the information was obtained or whether such information is hearsay or otherwise admissible evidence.
- d. Exercise due diligence in answering each request and securing all information with which to answer each request. If You cannot answer a request fully and completely after exercising due diligence, then answer the request to the extent possible, specifying the basis for Family Market’s inability to answer the remainder and detailing Family Market’s attempts to secure the unknown information.
- e. A request that seeks information contained in whole or in part within a document, or that seeks the identification of any document, may be answered by furnishing a copy of such document, identifying the document and specifying the portion(s) of the document containing the requested information.
- f. All answers should include attachments of as many pages as are necessary to fully and completely respond and should be identified by the number corresponding to each request as set forth below.
- g. All requests relate to all employees, agents, representatives, successors, assigns, principals, officers and directors, jointly and severally, while acting personally, or through the corporation or any other Business Entity or form, whose acts, practices, or policies are directed, formulated or controlled by Family Market.
- h. Documents produced in response to the CID and Subpoena must be bates-labeled using a naming convention that clearly identifies the producing party (e.g., Family Market_0000001).
- i. If You contend that any Document that is responsive to any request in this CID and Subpoena is privileged and, therefore, exempt from production, please produce a privilege log providing sufficient information for the Attorney General to evaluate the claim of privilege. Please also identify in your response that Documents responsive to any request are being withheld on the basis of a privilege.

46961605-8638-48D9-B91B-BC5D82D351A5 : 000110 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000005 of 000015

- j. If a Request calls for the production of documents, include in the specific written response to that Request the specific bates range of documents that are responsive. Unless otherwise stated, all documents and information requested are for **the time period August 1, 2025 through the Response Date.**

46961605-8638-48D9-B91B-BC5D82D351A5 : 000111 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000006 of 000015

REQUESTS

1. Identify and produce a copy of any Agreement(s) for advertisements at any property or location owned or operated by Family Market stating “Pregnant? Don’t want to be? Learn more at Mayday Health.”
2. Identify any entities Family Market contracted with to provide the advertisement in Request No. 1 and provide their name, address, telephone number, and email address.
3. Has Family Market entered into Agreements for other advertising campaigns with Mayday Health? If so, identify the advertising campaigns and produce a copy of the Agreements and all other Documents related to said Agreements.
4. Has Family Market entered into Agreements for other advertisements related to abortion medications? If so, identify the advertising and produce copies of the Agreements and all other Documents related to said Agreements.
5. Identify the number of advertisements displayed at Family Market in connection with any Agreement identified in in response to Request 1 and the dates these advertisements were displayed.
6. Produce all Documents relating to payments received by Family Market in connection with any Agreement identified in response to Request No. 1.
7. Produce all Documents relating to communications between Family Market and the Business Entities responsible for providing the advertisement identified in Request No. 1, including but not limited to, all logs, emails, text, recordings, and data used to track consumer communications.
8. Produce all Documents you identified in your responses to the Requests above.
9. Produce all Documents you relied upon in responding to the Requests above.

There is a continuing obligation to disclose pursuant to this CID.

VERIFICATION

I, _____, am authorized to give this Verification on behalf of Family Market. I have read Family Market's objections and responses to the Civil Investigative Demand and Subpoena issued on _____, and state that the factual matters set forth in the responses are true, correct, and complete to the best of my knowledge, information and belief.

Further, I, certify under penalty of perjury under the laws of the Commonwealth of Kentucky that records and documents produced herein were made at or near the time of the occurrence of the matters set forth by (or from information transmitted by) a person with knowledge of those matters in the course of a regularly conducted business activity, and were made by the regularly conducted activity as a regular practice.

Signature: _____

STATE OF _____)

COUNTY OF _____)

Subscribed, sworn to and acknowledged before me by _____ (name),
_____ (title), on behalf of _____.

Signature: _____
Print Name: _____
Notary Id: _____
My Commission expires on _____

46961605-8638-48D9-B91B-BC5D82D351A5 : 000113 of 000122

Presiding Judge: HON. JOE W. HENDRICKS JR. (607395)

EXH : 000008 of 000015

IN RE: Shree Mahallaxmi, Inc. d/b/a Family Market ("Family Market")

RESPONSE TO REQUESTS

Comes Kiritkumar Ambalal Patel, on behalf of Family Market and under oath or affirmation answers the following requests and produces the following documents as follows:

1. Identify and produce a copy of any Agreement(s) for advertisements at any property or location owned or operated by Family Market stating "Pregnant? Don't want to be? Learn more at Mayday Health."

RESPONSE: I do not have a any written agreement for advertisement at the Family Market. About six or seven years ago a man named Andrew who indicated he worked for ALL OVER MEDIA asked me if he place some signs on my gas pumps. He has come and changed them from time to time. There has been a sign for how to get "Free Social Security Phone" or "Kynect Health Insurance" or "Free Vaccine Shot" or "Student College Program".

I don't talk to the person that comes to change the signs or even know when they are coming. They come by and change the sign maybe once or twice a year. I have no control or say in what the signs say. They just come and change them and send me a check once or twice a year for \$60 - \$80 a year.

I don't have a contract with them. It was a handshake deal.

I was not aware that the sign said "Pregnant? Don't want to be? Learn more at Mayday Health" until I received the request from the Kentucky Attorney General's Office.

2. Identify any entities Family Market contracted with to provide the advertisement in Request No. 1 and provide their name, address, telephone number, and email

address.

RESPONSE: The company is called All Over Media. My contact was named Andrew. The phone number I had was 763-742-7506; 763-762-2000; 763-762-1000.

I Googled the company and found an address of 16355 36th Ave. N #700, Minneapolis, MN 55446.

That is all the information I have.

3. Has Family Market entered into Agreements for other advertising campaigns with Mayday Health? If so, identify the advertising campaigns and produce a copy of the Agreements and all other Documents related to said Agreements.

RESPONSE: I have no agreement with Mayday Health. My only agreement was with All Over Media.

4. Has Family Market entered into Agreements for other advertisements related to abortion medications? If so, identify the advertising and produce copies of the Agreements and all other Documents related to said Agreements.

RESPONSE: Family Market does not have any agreements for any advertisements related to abortion medications. I am actually against abortion medications and would not have agreed to the advertisement if I had been asked. I have removed the advertisement, and I contacted All Over Media by phone and through their website and told them that they could no longer place advertisements on my gas pumps. See the two attached photos showing the removal of the advertisement.

5. Identify the number of advertisements displayed at Family Market in connection with any agreement identified in in response to Request 1 and the dates these advertisements were displayed.

RESPONSE: The advertisement in the attached photo is the only advertisement at Family Market. It has been removed. It was placed on the gas pump within the last couple of months, but I cannot say exactly when it was placed on the gas pump because as stated above, the employee for All Over Media places the advertisements and does not speak to anyone in the store.

6. Produce all Documents relating to payments received by Family Market in connection with any Agreement identified in response to Request No. 1.

RESPONSE: I received a check from All Over Media sometime last year, but I did not keep a copy of it for my records. I believe it was around \$60. I have not received a payment since this advertisement was placed on the gas pump.

7. Produce all Documents relating to communications between Family Market and the Business Entities responsible for providing the advertisement identified in Request No. 1, including but no limited to all logs, emails, text recordings, and data used to track consumer communications.

RESPONSE: There are not any logs, emails, text recordings, or other communications between Family Market or me personally and All Over Media. As stated above, a guy asked if he could place the advertisements on the gas pumps six or seven years ago, and I agreed. I really haven't communicated with them since that time until I received these requests. If I signed something with All Over Media, I did not keep a copy.

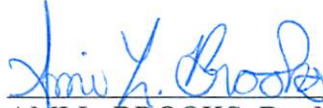
8. Produce all Documents you identified in your responses to the Requests above.

RESPONSE: N/A

9. Produce all Documents you relied upon in responding to the Requests above.

RESPONSE: N/A

Respectfully Submitted:



AMI L. BROOKS, Bar No. 94285
Ami Brooks Law, PLLC
157 West 5th Street, P.O. Box 335
Russellville, KY 42276
(270) 717-1110 | (270) 717-1112
ami@amibrookslaw.com

CERTIFICATE OF SERVICE

I hereby certify that a true and exact copy of the foregoing were sent via U.S. first class mail, postage prepaid, facsimile, **e-mail**, or hand delivered on the 15th day of January, 2026, to the following:

Hon. Matthew Cocanougher
Assistant Attorney General
Office of Consumer Protection
Kentucky Office of the Attorney General
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601
Matthew.cocanougher@ky.gov



Ami L. Brooks

There is a continuing obligation to disclose pursuant to this CID.

VERIFICATION

I, Kirkumar Patel, am authorized to give this Verification on behalf of Family Market.

I have read Family Market's objections and responses to the Civil Investigative Demand and Subpoena issued on 11/7/26, and state that the factual matters set forth in the responses are true, correct, and complete to the best of my knowledge, information and belief.

Further, I, certify under penalty of perjury under the laws of the Commonwealth of Kentucky that records and documents produced herein were made at or near the time of the occurrence of the matters set forth by (or from information transmitted by) a person with knowledge of those matters in the course of a regularly conducted business activity, and were made by the regularly conducted activity as a regular practice.

Signature: _____

STATE OF KENTUCKY)

COUNTY OF LOGAN)

Subscribed, sworn to and acknowledged before me by Kirkumar Patel (name),
Owner (title), on behalf of Family Market.

Signature: _____

Print Name: _____

Notary Id: _____

My Commission expires on 11/20/2028









CIVIL SUMMONS

Case No: **26-CI-00313**
Court: **CIRCUIT**
County: **LOGAN**
Division: **CIRCUIT**

Plaintiff, COMMONWEALTH OF KENTUCKY VS. MAYDAY MEDICINES, INC. DBA MAYD, Defendant

Service of Process Agent for Defendant:
MAYDAY MEDICINES, INC. DBA MAYDAY HEALTH

THE COMMONWEALTH OF KENTUCKY TO THE ABOVE-NAMED DEFENDANT(S):

A lawsuit has been filed against you in the Court listed above. A copy of the lawsuit is attached to this summons.
Read this summons and the attached lawsuit carefully.

1. **You or your attorney must file a written defense (usually called an "Answer") within 20 days following the date you received this summons.** The 20 days starts to run the day after you were served. This Answer must be filed with the Circuit Court Clerk in the county listed above. **If an Answer is not filed, a default judgment may be entered against you.**
2. You or your attorney must serve a copy of your Answer on each Plaintiff by mail, hand-delivery, or any other method allowed by Kentucky Rules of Civil Procedure, Rule 5. If a Plaintiff is represented by an attorney, you must serve your Answer to the attorney instead of the Plaintiff. The name and address of each Plaintiff or Plaintiff's attorney are listed in the attached lawsuit. You must file a certificate of service, which may be filed with your Answer, stating the date you served your Answer on each Plaintiff or Plaintiff's attorney and the method you used to serve it.

Date: **9/3/2026**



Scan the QR code
to visit the KCOJ's
Legal Self-Help
webpage to access
additional available
resources

nijo BURKEEN

Logan Circuit Clerk

Proof of Service

This Summons was served by delivering a true copy and the Complaint (or other initiating document) to:

this Date _____

Served By

Title





Commonwealth of Kentucky
Mary Orange Burkeen, Logan Circuit Clerk

Case #: 26-CI-00313

Envelope #: 14757493

Received From: PHILIP HELERINGER

Account Of: PHILIP HELERINGER

Case Title: COMMONWEALTH OF KENTUCKY VS. MAYDA' MEDICINES, INC. DBA MAYD
Filed On 9/3/2026 2:32:40 PM Confirmation Number: commonwealth

#	Item Description	Amount
1	Court Facilities Fee	\$25.00
2	Court Facilities Fee	-\$25.00
3	Access To Justice Fee	\$20.00
4	Access To Justice Fee	-\$20.00
5	Money Collected For Others(Court Tech. Fee)	-\$20.00
6	Money Collected For Others(Court Tech. Fee)	\$20.00
7	Money Collected For Others(Attorney Tax Fee)	\$5.00
8	Money Collected For Others(Attorney Tax Fee)	-\$5.00
9	Library Fee	\$1.00
10	Library Fee	-\$1.00
11	Civil Filing Fee	-\$188.00
12	Civil Filing Fee	\$188.00
TOTAL:		\$0.00

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