

Media Release

February 22, 2022

Launch of Save the Great Barrier Reef NFT Collection



Australia Asia Film Group and Hong Kong Digital Asset Exchange (HKd.com), a world class digital asset trading platform, are pleased to announce the launch of Save the Great Barrier Reef NFT “**Meta Turtle**” on February 22, 2022.

Save the Great Barrier Reef NFT is a collection of 1000 marine organisms generated via computer algorithm with unique set of traits. The purpose of this project is to help save the reef and marine life for future generations.

Mimi Chau, Australia Asia Film Group Director explains this campaign is their first wave in helping marine life conservation, “The beauty of the Great Barrier Reef can take your breath away, but the pressures on its future are real and immediate. The actions of people across the planet will define the future of the Great Barrier Reef and reefs around the world.

We hope to inspire collaboration and collective impact on a global scale. From discarding single-use plastics to science and world-leading research – now is the time to act.

Our goal is to increase awareness of the threats facing the Great Barrier Reef and to build an active community who will support our action to protect the reef and address environmental issues,” she said.

Hidy Yu, ADEX Honorary Ambassador for Mermaids supports this initiative and is delighted to assist in spreading the message around the globe.

“My first dive was in the Great Barrier Reef and I am so glad that my first NFT is about saving the reef. It is my pleasure to participate in this worthwhile project,” Yu said, a veteran diver of 13 years.

Join a community of people protecting the reef, collectors and celebrities alike and get access to exclusive events such as eco trip to the Great Barrier Reef, community giveaways, and much more.

A portion of the proceeds will be donated to Citizens of the Great Barrier Reef [Make every action count \(citizensgbr.org\)](https://citizensgbr.org) for conservation of the Reef and marine life.

For more information on the Great Barrier Reef NFT collection, please visit HKd.com.

For media inquiries, contact Asian Media Centre

Email: info@asianmediacentre.com.au

Or Roar PR Email: bennyik@roar.com.hk