



FOR IMMEDIATE RELEASE:

KOJI cryptocurrency token raises charitable funds for wildlife protection in South Africa



NEW YORK, NY - June 11, 2021 – A newly minted cryptocurrency token \$KOJI raised over US\$200,000 in charitable funds in only 6 days since its launch. As the first charity partner chosen by KOJI, wildlife conservation charity Wild Tomorrow Fund received a 6 ETH (US \$15,380) cryptocurrency distribution from KOJI’s charity wallet to help save wildlife and their threatened wild spaces. The donation transaction can be seen on the blockchain here:

<https://etherscan.io/tx/0xf45910caf658defda1a5eca5e72b394f51ac442601a4aba974422fb33526d7bf>

KOJI tokens are decentralized digital tokens, a new cryptocurrency launched by a diverse international team of digital entrepreneurs this month. KOJI’s main goal is to become the leading charity token. For every purchase or sale of a KOJI token, a 1% tax is generated for distribution to charities vetted by the KOJI team and their community of investors. This redistribution mechanism, thanks to staggering trading volumes, raised over US\$200,000 for KOJI’s charity wallet in 6 days.

Wild Tomorrow Fund was launched in 2015 to fight back against the extinction of wildlife. The cryptocurrency donation received from KOJI will be used to protect threatened habitat for wildlife in KwaZulu-Natal South Africa at Wild Tomorrow Fund’s newly created 3,200-acre wildlife reserve. The land was saved in 2017 from imminent destruction by an expansion of commercial agriculture. It’s a microcosm of the challenges facing wildlife and wild places around the globe today: 50% of habitable land on Earth has been destroyed for agriculture. It is this loss of habitat that is the major driver of species extinction around the globe. Wild Tomorrow Fund has been actively restoring and re-wilding the new reserve, removing alien plants and plastic pollution, and re-introducing wildlife including giraffe, zebra, wildebeest, bushbuck and other large mammal species. It’s an important regional reservoir of biodiversity, with a growing list of over 1,000 species confirmed by Wild Tomorrow Fund’s ecologists, a dazzling lineup of threatened species from leopard to vultures, giraffe, hyena, suni antelope and more.

The crypto donation generated by KOJI will be used to fund two specific projects: the purchase of land and the salaries of rangers who patrol the reserve, allocated as follows:

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- **Habitat protection:** US \$10,000 will be used to fund the purchase of the equivalent of 10 acres of land at Wild Tomorrow Fund's Ukuwela wildlife reserve in South Africa.
- **Wildlife protection:** the remaining \$5380 balance will be used to fund the full-time salaries and benefits for two individual rangers at the reserve for 6 months. Rangers are the frontline defenders of wildlife, "the thin green line" who patrol daily and ensure that the Reserve's precious wildlife is protected from poachers and their wire snares. They are a critical component of protecting a wildlife reserve while also creating employment in their rural community. Each ranger is a breadwinner for their family.

"Wildlife conservation budgets were particularly challenged by COVID and a loss of fundraising opportunities. Today, only 3% of total philanthropic giving is for the environment despite the existential twin crises of biodiversity loss and climate change. It is exciting to see the crypto community stepping in to fill that gap", said Wild Tomorrow Fund's co-founder and Chief Operating Officer Wendy Hapgood. "We are very thankful to the team at KOJI for stepping up to help our Planet in this time of crisis. At Wild Tomorrow Fund, we believe that innovative technologies such as blockchain and cryptocurrencies have the potential to connect new audiences to conservation, changing how we join together as a global community to protect our planet's precious biodiversity."

Mishkath, KOJI's Head of Operations says, "KOJI was born out of a vision to use the power of the crypto community to help various causes around the world. When we came across the great work being done by the Wild Tomorrow Fund team, we were blown away by the dedication and impact their work has on endangered species and conservation. We are looking forward to seeing the developments at their wildlife reserve and are excited to also support the local economy through funding the salary of 2 local rangers for the next 6 months."

About Wild Tomorrow Fund. Wild Tomorrow Fund is a wildlife conservation charity dedicated to the protection of threatened and endangered species and the habitats they depend on for survival. Wild Tomorrow Fund works on the ground in southern Africa with a vision for a world in which wildlife habitats are expanded and protected for the benefit of people and the planet. For more information, please visit www.wildtomorrowfund.org. Cryptocurrency holders who want to give back to the planet can donate in cryptocurrency directly to Wild Tomorrow Fund's public wallets here www.wildtomorrowfund.org/donate

About KOJI. KOJI is the token of the people. It is a distributed, worldwide, decentralized digital token, designed to unite the earth population with a core mission of helping in times of crisis and donating to charitable organizations. In simple terms, KOJI is a hybrid digital token: a DeFi Charity following a deflationary model with redistribution features and a commissioned original comic novel with regular NFT drops. It aims to cement its position as the leading mutual-aid token by helping the world with an automatic 3% tax on every transaction, buy and/or sell. koji.earth

Additional Media: Dropbox folder [here](#) with media including logos and the wildlife and landscape being protected at Wild Tomorrow Fund's Greater Ukuwela Nature Reserve in South Africa.

CONTACT

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