



**PLURcoin ENTERS THE CRYPTOCURRENCY AND NFT MARKET
WITH A SOCIALLY RESPONSIBLE MODEL BASED ON
TRADITIONAL EDM CULTURE AND VALUES**



PLURcoin is currently in phase 23 of the Initial Coin Offering with over 550 million tokens claimed.

LOS ANGELES – The cryptocurrency of the future has been unveiled, and the future is PLUR. Born out of dance music culture’s core values of Peace, Love, Unity and Respect—and introduced into the market by an all-star team with deep roots in the electronic dance music community—[PLURcoin](#) is merging blockchain technology with art and music like no other company has done before.

“One of the longest-running and most exciting musical movements in the world, EDM has been a flashpoint of creativity and innovation for decades, and is a hotbed of activity in the growing

NFT market,” says PLURcoin co-founder and CEO Dimitry Granovsky. “The global dance community, along with the rest of the world, now has a cryptocurrency to call its own.”

PLURcoin (\$PLUR) is a ERC20 token issued on the Ethereum blockchain with a total fixed supply of 100 billion.. Like Bitcoin, PLURcoin is a deflationary store of value, and like Ethereum, PLURcoin is both a digital currency and payment system, allowing you to send and receive value to anywhere in the world instantaneously and without intermediaries, utilizing peer-to-peer technology and operating with no central authority.

PLURcoin aspires to redefine how people relate to and identify with money, rebranding currency as a mechanism to promote social consciousness, and greater sense of community, and an opportunity for self-expression. In keeping with PLURcoin’s values, 20% of the total supply will be locked and vested for charitable organizations who share the same values as the global dance community.

“We strongly support environmental responsibility and consider our role in sustainability. Early blockchain technology requires immense amounts of energy and computing power, which is why PLURcoin will be positioned on the upgraded blockchain Ethereum 2.0 effectively reducing energy consumption by up to 99%” explains PLURcoin Publicist Maria Schellenberger. “Further, we are allocating 20% of PLURcoin tokens to charities for renewable energy and environmental conservation as an investment towards our future.”

Plans to expand PLURcoin into a greater ecosystem are underway, including developing a unique NFT platform , a cryptocurrency wallet, swap deck, and API integration, PLURpay. With PLURpay, merchants will be able to seamlessly integrate PLURcoin into their ecosystem and cash-out into fiat quickly and easily. Conversely, PLURcoin incentivizes merchant adaptation by creating a “Merchant Pool” that effectively rewards businesses for staking their PLURcoin.

With over 550 million coins already claimed, PLURcoin is currently on Phase 22 of the Initial Coin Offering. Through the currency’s PLURshare program—taking place exclusively during the PLURcoin pre-sale—every new transaction from a PLURshare referral elicits 50% in additional PLURcoin that will be shared between the new PLURcoin purchaser and the referrer.

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