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## Japanese billionaire takes over top spot on Twitter after he offers prize money for retweets

日本亿万富翁的抽奖转发创推特最高转发记录

What gets Twitter users more excited than a year's supply of Wendy's chicken nuggets?

Apparently cold, hard cash.

有什么能比一整年免费吃“温蒂汉堡”的鸡块更让推特用户兴奋？显然，答案是一笔实打实的现金。

The most retweeted tweet of all time now belongs to Yusaku Maezawa, a Japanese billionaire behind the e-commerce company Zozotown. His message to the Twitterverse promised 100 winners a chance to win a piece of 100 million Japanese yen, or about \$920,800, if they retweeted him.

目前，推特上被转发次数最多的推文来自日本亿万富翁前泽友作，他是电子商务公司 Zozotown 的创始人。他向所有推特成员发布消息承诺，将在转发他推文的人中抽出 100 人，这些人将有机会一起瓜分 1 亿日元，约合 92.08 万美元的奖金。

Maezawa said his promotion on Twitter was a show of gratitude after Zozotown sold 10 billion yen worth of merchandise during its New Year's sale. His message has been retweeted more than 5.6 million times. He said that he would contact the winners through direct message.

前泽表示，他在推特上的转发推广是为了向大家表示感谢，因为 Zozotown 在之前的新年促销活动中售出了价值 100 亿日元的商品。他的推文已经被转发了超过 560 万次。他说他将直接发私信联系获奖者。

Twitter confirmed that Maezawa's post is now the most retweeted message on the platform and that the tweet is considered a "contest/sweepstakes" ad and is allowed on Twitter.

推特确认了前泽的推文现在是平台内被转最多的消息，并且这条推文被认为是一则“竞赛抽奖/参与抽奖”形式的广告，而这种形式在推特上是被允许的。

Maezawa has more than 6 million followers on Twitter. He is not only a high-profile entrepreneur: He is also slated to be SpaceX's first tourist to pay for a trip around the moon. Last year, at an unveiling at SpaceX headquarters in Hawthorne, California, Maezawa announced that he had bought every seat on SpaceX's inaugural flight to Earth's satellite, scheduled to embark in 2023 and take about a week. Maezawa said he would invite up to eight artists to join him on his journey to the moon, leading to the creation of artworks "to inspire the dreamer in all of us."

前泽在推特上有 600 多万粉丝。他不仅仅是一位高调的企业家，还将成为 SpaceX 公司首位付费绕月旅行的乘客。去年，在 SpaceX 位于加州霍桑的总部举行的揭幕式上，前泽宣布他买下了 SpaceX 飞往月球首次航班的所有座位，并计划于 2023 年启程，历时约一周。前泽说，他将邀请多达八名艺术家与他一起踏上月球之旅，从而创造出艺术作品，来“激励我们每个人心中的那个梦想家”。

——— 文章来源 / 华盛顿邮报

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## 重点词汇

**nugget**/'nʌɡɪt/

n. 小块东西

- pure high-grade gold nuggets
- a nugget of food

**cold hard cash**

现金，现钞

**retweet**/'ri:twi:t/ /,ri:'twi:t/

n. / v. 转发推特

**tweet**/twi:t/

n. 在推特网上发布的帖子

**e-commerce**/'i:kɒmɜ:s/

n. 电子商务

- = electronic commerce

**merchandise**/'mɜ:rtʃəndaɪs/

n. 商品

- If the product is properly merchandised, it should sell very well. (v.)

**contest**/'kɒ:ntest/

n. 竞赛（抽奖）

**sweepstakes**/'swi:psteɪks/

n. 参与抽奖

**high-profile**/'haɪ 'prɒfaɪl/

adj. 经常出镜的，高调的

**entrepreneur**/'ɒ:ntɹəprə'nɜ:r/

n. 企业家

**slate**/sleɪt/

v. 安排，计划

- She is slated to appear at the summer music festival next year.

**unveil**/'ʌn'veɪl/

v. 为...揭幕

- a bridal veil (n.)
- The government has unveiled plans for new energy legislation.

**inaugural**/'ɪnɔ:gjəɹəl/

adj. 首次的；就职的

- the President's inaugural address

**satellite**/'sætəlaɪt/

n. 卫星

**schedule**/'skedʒu:l/

v. 安排，预定

- Our meeting is scheduled for Monday afternoon.

**embark**/ɪm'bɑ:rk/

v. 上船，上飞机；从事，着手

- She is about to embark on a new career.