

IMMEDIATE RELEASE

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Developers Launch Zuck Bucks to Protest Facebook's Libra

- Ethereum-based ERC20 token, Zuck Bucks (ZBUX), seeks to educate the public on value of cryptocurrency.
- The group grew quickly in the first three weeks (launched 6/20/19).
- Started and developed by Colin Fausnaught on an afternoon after reading about Libra.

ROCHESTER, NY - July 9th, 2019 - By launching a parody of Facebook's Libra, the organizers of Zuck Bucks (ZBUX) hope the public will learn more about the differences between existing cryptocurrencies and the proposed Libra system.

"Cryptocurrency is about privacy and personal freedom," says Zuck Bucks founder Colin Fausnaught, "Libra is going backwards by creating a, 'portable digital identity' that can be used to surveil and profit off of people's personal finances. Tracking our daily spending habits for advertising purposes misses the point of cryptocurrency, and Facebook has already shown that they have mishandled personal data in the past. What happens when they mishandle people's finances?"

The group argues that even inherently useless coins, in this case Zuck Bucks, are better to use than Libra's system. "Zuck Bucks is based on the Ethereum blockchain, which means your money is yours, and you have full control of it." says Colin. "Cryptocurrency has changed the way people think of money, and we want to continue that innovation without corporate interference." Most Zuck Bucks were distributed to enthusiasts for free, utilizing a unique distribution method which is similar to most Proof of Work algorithms.

Since launch the Zuck Bucks community has swelled with hundreds of new members, opening the possibility of an organized advocacy effort. The community has rallied behind Colin's project as a way to show their support to the cause of keeping cryptocurrency decentralized and free from corporate greed and manipulation. Similar to the DOGE community, Zuck Bucks wants to show the world the power of internet memes.