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Attn: Hans Lovejoy, Byron Shire Echo

BYRON BAY BUSINESS SECTOR ACCEPTING DIGITAL CURRENCY

BUSINESS TRANSFORMATION COACH MOVES FROM CASH TO QOIN

DIGITAL CURRENCY A WAY OF THE FUTURE FOR ECONOMY

The Byron Bay business sector is swapping cash for Australia's newest digital currency and says a cashless future is more sustainable for the world economy.

Business transformation coach, Prue Blennerhassett, who has been empowering women to package their brilliance into five- and six-figure businesses for 10 years, says Qoin (**Eds; pronounced 'coin'**) may be the new way of doing business.

Having studied business, banking, finance and international trade in Melbourne, she says cash in countries like the United States and Australia is becoming unsustainable and digital currency may be the way forward.

"Things are moving in a new direction, in terms of currency, the economy and ways of doing business.

"I think that currency as it stands is no longer backed by gold or anything tangible and it's inflated in a way that has no grounding in reality. In my mind, that is not going to be sustainable.

"When and how that comes to a head, nobody knows, but the ways we've been doing things – currency, the economy and ways of doing business – need to change, and sooner rather than later.

"Digital currency is one of the pieces of the puzzle that I see as potentially being one of those changes taking place.

"The world is changing and we're not going back to the old ways, we're going forward into new things. The Byron region has always been open to new ways of doing things.

"My business takes an innovative approach and therefore, I'm willing to consider innovative payment structures that support the whole community."

While Qoin is her first experience of using digital currency, Ms Blennerhassett is a long-time investor and says the decision to join Qoin was an easy one as there was nothing to lose.

Qoin Association

Level 1, 121 Scarborough Street, Southport QLD 4215

P 07 5561 9078 | **W** www.bartercard.com.au



“A woman who is a client and friend of mine introduced me to Qoin. In one month, I’ve seen the value of Qoin jump from around 40 cents to 63 cents.

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“I’ve also had a look at some of the other businesses accepting Qoin and I’m sure I’ll utilise some of those business services within my business in the future.”

Since making the decision to move to Byron Bay 10 years ago and starting her business, Women of Impact, Ms Blennerhassett has supported dozens of female entrepreneurs in Australia and internationally.

She says, “My work is a mix of strategy and energy. I teach women to sell high end, so they can deliver their soul work and make money. When women get wealthy, the whole community benefits as they re-invest that money.

“I work with women in service-based business – healers, practitioners, strategists, coaches – who are looking to package their brilliance to provide the greatest transformation for their clients and provide them with a scalable income.”

Over the space of just two months, around 3,000 small business merchants, including many in Byron Bay, are now accepting Qoin, the newest digital currency built on blockchain that offers cashless transactions.

And now Byron Bay is being specifically approached following research undertaken by Qoin that shows Byron Bay businesses and merchants are keen to get involved in digital currencies.

Qoin Australia Chief Marketing Officer Andrew Barker says, “We have done our homework in Byron Bay and we have a dedicated team of independent agents that are in contact with Byron Bay businesses.

“The current economic climate off the back of COVID-19 has encouraged many businesspeople to open their eyes to new ways of doing business and that includes digital currency.”

Mr Barker says the time is ripe for digital currencies, like Qoin, as coronavirus has paved the way for small businesses to consider digital currencies to attract new customers and facilitate instore transactions.

“With coronavirus restrictions easing, we’re seeing consumers leaving their homes and heading back to local businesses. The small business merchants taking up Qoin are ready for this groundswell of new and returning customers.”

ENDS

About Qoin

- The Qoin Association was established in Queensland, Australia in 2019.

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- The Qoin Association is a membership organisation that provides a framework for governance of the Qoin blockchain and reserve.
- The founding members of the Qoin association are Blockchain Investment Group (BCI), owner of Bartercard International (the world's largest retail trade exchange), and One Light Charity Foundation Public Trust. One Light has been a registered charity foundation for close to 10 years, partnering with over 10,000 merchants to help combat extreme suffering in their local communities.
- Qoin has been designed to offer both business' and consumers the opportunity to transact on a day to day basis or accumulate digital assets for potential future growth and liquidity. Through a directory based Qoin wallet, consumers are able to search, contact and transact with their favourite merchants in store and online.
- For more general information, go to www.qoin.world
- For technical information go to the Qoin White Paper located on www.qoin.world

Media contacts:

Prue Blennerhassett
Women of Impact
0411 147 065

Andrew Barker
Chief Marketing Officer
Qoin Australia
0421 255 104
andrew.barker@qoin.world

Released by:

Pat McGuire
Marketplace Communications
0412 748161
patrick.mcguire@mpc.com.au

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