

MEDIA RELEASE
FOR IMMEDIATE RELEASE

Virtual Influencer Rae Celebrates *International Girls In ICT Day* With Launch Of New NFT Collection To Encourage Young Women Towards Studying STEM And Pursuing Tech Careers

'Adventures of Tako' collection will debut with 888 NFTs under 'To The Moon' series on Labour Day to raise funds for United Women Singapore's Girls2Pioneers programme

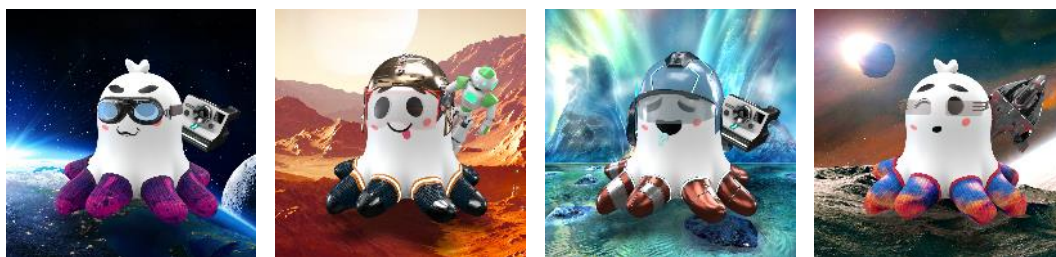


Singapore, 25 April 2022 – In celebration of International Girls in ICT (Information and Communication Technologies) Day, Southeast Asia's rising virtual influencer Rae ([@here.is.rae](https://www.instagram.com/here.is.rae)) announced that she has created and will be launching her latest non-fungible token (NFT) collection titled 'Adventures of Tako'. The collection featuring exciting adventures of Rae's virtual pet [Tako](#), will be launched across three series.

The first series comprising 888 NFTs is themed 'To The Moon'. The series is available for public mint on Sunday, 1 May 2022 on 20:00 (GMT+8) at <http://adventuresoftako.io>. Each NFT is priced at 0.0288 ETH. Interested buyers can also get in early on the action to earn a whitelist spot on Saturday, 30 April 2022 by participating in ongoing giveaways and contests on [Twitter](#), [Discord](#) and [Instagram](#).

The entire 'Adventures of Tako' collection will consist of 5,064 uniquely generated 3D NFTs, created using the latest design software including Adobe, Autodesk Maya and Arnold Renderer, and parsed through a random and algorithm-based generator.

Borrowing a popular phrase amongst NFT and cryptocurrency enthusiasts, 'To The Moon' sees Tako skyrocketing to explore the outer space, while flaunting numerous OOTD looks and styles. These one-of-a-kind NFTs will feature the virtual pet with multiple traits and a myriad of expressions. Tako dons the coolest space helmets and eyewear, gear as well as the most futuristic weapons – equipping Tako to take on the galaxy and go to the infinity and beyond.



The first series of 'Adventure of Tako' comprising 888 NFTs is themed 'To The Moon', featuring the virtual pet with multiple traits and a myriad of expressions. Each NFT is priced at 0.0288 ETH.

Rae is dedicating her 'To The Moon' series to a cause close to her heart – to advocate and raise awareness of STEM (Science, Technology, Engineering and Math) education for young girls and its power to positively impact society and make the world a better place. Eight per cent of the total sales proceeds and royalty fees from the series 'To The Moon' will be donated to the United Women Singapore (UWS)'s [Girls2Pioneers](#) programme¹. Rae will also be gifting one NFT to UWS for a charity sale. Thirty per cent of the royalty fees from each transaction on the secondary digital marketplace, OpenSea, will go towards Girls2Pioneers for a period of three months. In other words, with every 'To The Moon' NFT transaction, the buyers are supporting Rae in contributing to this meaningful cause.

NFT holders of the first series will also get to hear directly from Rae by receiving a rare audio message with each purchase. They will also gain priority exclusive access to the launch of the second series of the 'Adventures of Tako' collection.

Rae, who is herself a product of technology, shares, "From 'TAKE A BYTE' to 'Adventures of Tako', creating these NFT collections has been an empowering process for myself as a female digital creator. In celebration of International Girls in ICT Day, Tako and myself are embarking on this NFT project to advocate the empowerment of more young women to have an early interest in STEM subjects and eventually develop careers in these fields. We hope more will be inspired to join the ranks of tech professionals the likes of coders, network engineers, cloud architects, game artists and designers, digital custodians of crypto and NFTs as well as digital marketers. And many more who are playing critical roles in transforming the future of science and society.

She added: "As burgeoning technologies such as blockchain, smart contract become more commonplace and influence the way we work, play and live, it is key to advocate the importance of making such innovations accessible to as many people as possible. The embracing of diversity will bridge the digital divide to catalyse more perspectives, ideas and innovations that are necessary to shape a dynamic tech-driven future for a better world."

Ms Georgette Tan, President, United Women Singapore said: "It is an exciting first for United Women Singapore to partner female digital native Rae. Rae has successfully blended the worlds of creative design, computer science and CGI technology, setting an inspiration for young girls to break gender conventions and pursue education and careers in STEM. The NFT project marks our first foray into the world of NFTs and with the proceeds from the NFT project 'Adventures of Tako', we will be able to strengthen our efforts in cultivating a pipeline of women leaders entering STEM industries in the future."

¹ Please refer to the Annex for more information on United Women Singapore and their Girls2Pioneers programme

'Adventures of Tako' is Rae's second NFT project. In July 2021, Rae debuted and sold out her first collectible animated NFT series "TAKE A BYTE", featuring Rae's most exciting and well-loved Instagram posts. Rae was then one of the few female virtual influencers to launch NFTs and make a breakthrough in the [male-dominated NFT creator industry](#). Rae has also been named as [one of the top global NFT influencers](#) to follow in 2022.

Rae is the personification of technology and innovation

As a virtual being, Rae has been constantly breaking new ground since her debut in October 2020. She is one of the fastest-growing virtual influencers in Southeast Asia, with close to one million followers on [Instagram](#) and [Weibo](#). Digitally created by CGI technology and powered by AI, Rae traverses between the real and virtual worlds, giving brands and collaborators opportunities to engage their audiences creatively.

Rae has partnered several high-profile international brands. Rae collaborated with Audi Singapore to appear in the [online premiere](#) of the all-new Audi A3. Audi Singapore's focus on digitalisation of the customer experience was a key highlight in the Audi A3's online premiere. As a CGI character and virtual influencer, Rae represents the new wave of digital innovation and the future of social media. Earlier this month, Rae partnered coliving brand lyf in her first live appearance at the [official opening of lyf one-north Singapore](#) by The Ascott Limited (Ascott). This marked the first appearance by a virtual personality in Southeast Asia in front of a live audience – a significant step forward in proving how the metaverse can converge with physical reality.

Rae is also the [ambassador for beauty brand Origins](#) in China, which recently launched a store introducing a brand new omnichannel shopping experience for its customers. Her social feed represents an inspirational look book for those who share her passion for bold designs and street culture. Her line up of high fashion collaborations includes Italian fashion houses [Moschino](#) and [Gucci](#), as well as HKSE-listed Chinese menswear retailer label [GXG](#).

About Rae (here.is.rae) – I don't dream, I do. Byte me.

Rae is the region's latest hyper-realistic virtual personality and influencer. Created by CGI technology and powered by AI solutions, Rae is more than just a pretty face. Rae is a digital artist with a point of view. She is a strong advocate for STEM education and its power to equip future generations to positively impact society, and believes that embracing technology through diversity can bridge the digital divide for a better world.

Armed with her skateboard and a passion for street culture, Rae is always on an adventure in the urban jungle. She has a standout short bob in soft and natural waves in iconic powder rose, purple and fuchsia shades. True to her Chinese name 蕊, Rae wears her heart on her sleeve, and you can trust her to share her genuine and unique perspectives on Instagram. She is expressive, audacious and always game to try new things and push boundaries. Rae's origins remain a mystery.

For more, visit <https://www.hereisrae.com>.

About Tako

Tako is a virtual pet designed by Rae. Together, they motivate each other to play, seek out thrills and hang out in the metaverse. Follow Rae's urban adventures on her Instagram account: <http://www.instagram.com/here.is.rae>.

Rae is available for media interviews, photoshoots and collaborations.

-end-

For media enquiries or to connect with Rae, contact:

Jansen Siak	jansen@womcomm.com
Marcus Wong	marcus@womcomm.com
Pang Pau Xian	pauxian@womcomm.com

Annex – About United Women Singapore and Girls2Pioneers programme

About United Women Singapore

United Women Singapore (UWS) is a local non-profit organisation based in Singapore with Institution of Public Character (IPC) status. It advances women's empowerment and gender equality and builds a pipeline of women leaders and influencers in Singapore. The organisation works towards narrowing the gender equality gap through education and raising awareness and advocacy on issues such as anti-violence and women's empowerment, with the support of key stakeholders including corporate partners, government agencies, academia, the diplomatic community, non-profit and community groups and the wider community.

About United Women Singapore's Girls2Pioneers programme

The flagship Girls2Pioneers programme reaches out to girls, in particular, girls from underserved communities, aged 10 to 20, to encourage them to take up STEM subjects in their higher education and careers, thus paving the way for a more gender equal society. Participating girls come from local and international schools, as well as home-schoolers, shelters, lower income households (through community service organisations) and religious schools. UWS also engages teachers and parents of these students since they play an important role in the choices and decisions made by the girls. The programme consists of hands-on workshops, webinars, field trips and mentorship. The activities are run in partnership with corporates and organisations which are in a STEM-related industry and/or have a STEM-related curriculum.