

PRESS RELEASE

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Digital nomad, singer, and crypto ambassador Helga Norse releases her latest weekly single, Sleigh Ride today on Spotify and Apple Music. An energetic Christmas Electro-Rock celebration inspired by the magical 1970s sleigh rides at Hotel Chéribourg in Orford, Quebec, surrounded by snowy landscapes and festive winter magic. From Orford to Magog and Cherry River, relive the nostalgic charm of a Quebec Christmas with electrifying guitars, festive beats, and holiday spirit!

But this release is more than a song. It's an ownership opportunity.

For the first time, Helga Norse offers fans and NFT collectors partial 25% co-ownership of the song's publishing rights and royalties, plus a suite of monetizable perks designed to reshape how artists and fans collaborate.

'Every track I create is more than just a song; it's a chance for fans to own a piece of music history, profit from it, and shape the future of the industry alongside me,' says Helga Norse.

Co-ownership perks include:

- 25% shared ownership of publishing rights and royalties
- VIP roles across social platforms (where applicable)
- Broadcast rights for personal channels and streams
- Exclusive DJ performance rights (live events and radio)
- Usage rights in virtual worlds and metaverse platforms
- Merchandise creation using song lyrics or artwork
- Discounts on official merchandise
- Bonus airdrops tied to performance milestones

This model empowers fans to move beyond passive listening and become active participants in the creative and financial journey of each release.

Sleigh Ride is released under Dufr Digital Records and is now streaming on all major platforms.

Listen & Collect:

- Discography: https://helganorse.com
- Spotify: https://open.spotify.com
- Apple Music: https://music.apple.com
- OpenSea NFT: https://opensea.io

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About Helga Norse

Helga Norse is a global digital nomad artist known for blending genres and redefining how music is created, distributed, and owned. Through innovative use of blockchain technology and fan engagement, she is building a new model where listeners become stakeholders in the future of music.

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