PRESS RELEASE

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Digital nomad, singer, and crypto ambassador Helga Norse releases her latest weekly single, The Sinking Streets today on Spotify and Apple Music. This song is a Suspense Thai Rock track inspired by a massive sinkhole that suddenly swallowed part of a major Bangkok road, damaging vehicles, power poles, and water pipes. The song captures the chaos and tension as the ground collapsed, traffic was disrupted, evacuations began, and crews raced to repair the damage before heavy rain made the situation worse.

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.

The Sinking Streets 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

- SoundCloud: https://soundcloud.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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