



Soapy Joe's becomes first car wash to launch NFT collection

The company has announced a series of discounts and prizes for customers who visit all of their sites as part of its Passport to Fun initiative.

Soapy Joe's, a family-owned car wash operator, has announced a special promotion that encourages its customers to visit each of its sites located in the San Diego area. For each location they visit, they will be rewarded with special items, discounts and access to the company's NFT (Non-Fungible Tokens) collection as part of its Passport to Fun campaign.

Wash club members have until September 30 to visit the 16 car washes of the brand to earn all the awards and benefit from each promotion. Customers will also level up towards new tiers that include new benefits and sweepstakes for each time they visit at least four different locations. The rewards include:

4 locations: Soapy Joe's keychain, summer Passport hat, gas discount of 50 cents off per gallon and 4 site-specific NFTs.

8 locations: Soapy Joe's deluxe 15-inch plushie and 4 site-specific NFTs.

12 locations: San Diego daycation, breakfast or lunch for two, theme park tickets and 4 site-specific NFTs.

16 locations: Soapy Joe's annual membership, entry to win our \$5000 grand prize and 4 site-specific NFTs.

"We are so pleased to get San Diego involved in our Passport to Fun program, bringing together the exciting world of NFTs and digital collectables with real life people winning real life prizes. Our air fresheners have long been considered a collectible by fans and now San Diegans can collect them both 'IRL' and as NFTs from their favourite neighbourhoods," said Lorens Attisha, CEO of Soapy Joe's.

NFTs offered at each prize tier are unique to each client, who'll receive a selection of four representing the brand's locations visited. Customers will also have a chance to win a special NFT by donating at least \$10 to the company's campaign to fight breast cancer in addition to a prize package that includes VIP treatment at Komen's "More Than Pink Walk" and an autographed baseball from an MLB big leaguer.