

## National Geographic's Genesis NFT Collection in Collaboration With Snowcrash, 'GM: Daybreak Around the World,' Nears Drop on Jan. 17 – Mint Site Now Live



**\*Those**

**Interested in the Drop Can Join Snowcrash Community for Updates Ahead of Jan. 17 Primary Sale\*** **WHAT:** The web3 studio and NFT platform Snowcrash is launching National Geographic's Genesis NFT Collection, "GM: Daybreak Around the World," in a blind drop. The collection brings together 16 National Geographic photographers and digital artists to register daybreak around the world, and honors National Geographic's 135th anniversary by including 1888 NFTs in reference to the year of its founding. **WHO:** The Genesis collection features 16 National Geographic artists – some new to the web3 space, some prominent figures in the NFT community – who each contributed to the project with a unique story to tell. Some are sharing traditional documentary images, while others are exploring the narrative opportunities that the medium and format provide. The full list of photographers and their pieces featured in "GM: Daybreak Around the World" include the following:

- **Justin Aversano:** “A Good Morning at the top of Mt. Sinai”
- **Jimmy Chin:** “Cerro Torre at Sunrise”
- **Delphine Diallo:** “Uprising”
- **Yagazie Emezi:** “We Are Light”
- **Mia Forrest:** “Flanksia, In Motion”
- **Kris Graves:** “Berry Creek”
- **Aaron Huey:** “Sunrise In The Void”
- **ioulex:** “7:04:05”
- **John Knopf:** “gm”
- **Cristina Mittermeier:** “Good morning, turtle”
- **Renan Ozturk:** “Everest Sunrise”
- **Cath Simard:** “Indélébile”
- **Ben Strauss:** “Pursuit of Equilibrium No.16”
- **Tara Workman:** “Rise & Shine”
- **Reuben Wu:** “New Dawn Fades”
- **Michael Yamashita:** “Hallelujah Sunrise”

**WHEN:** Primary sale of the collection begins late morning on Tuesday, Jan. 17. **WHERE:** The NFTs can be purchased using a debit or credit card, without having a crypto wallet, on the Polygon blockchain. For full details on the collection and to sign up to receive updates on this drop, visit [snowcrash.com/exclusive/natgeo](https://snowcrash.com/exclusive/natgeo). Follow [@SnowcrashNFT](https://twitter.com/SnowcrashNFT) for GM-related updates and [@NatGeoPhotos](https://twitter.com/NatGeoPhotos) on Twitter for updates from National Geographic. **ASSETS:** High-res assets of the NFT collection with corresponding credit information can be found [HERE](#). **About Snowcrash:** Launched on March 2, 2022, Snowcrash is building web3 software and services that empowers leading artists, publishers and brands to build community, value and ownership with NFTs. Follow Snowcrash: [Web](#) | [Twitter](#) | [Discord](#) | [LinkedIn](#) | [Instagram](#) **About National Geographic Media:** National Geographic Media is a worldwide digital, social and print publisher, operating in over 170 countries, with several print and digital products and over a half billion followers on social media. We inspire curious fans of all ages through bold and innovative storytelling about people, places and projects that shape our world, and enable our fans to connect, explore, engage with and care about the world. For more information, visit [nationalgeographic.com](https://nationalgeographic.com), find us on the National Geographic app or visit us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#), [Pinterest](#), and [TikTok](#). **CONTACTS:** National Geographic Anna Kukelhaus, [anna.kukelhaus@natgeo.com](mailto:anna.kukelhaus@natgeo.com) Natalia Colon, [natalia.colon@natgeo.com](mailto:natalia.colon@natgeo.com) Snowcrash Alexandra Greenberg/Falcon Publicity, [agreenberg@falconpublicity.com](mailto:agreenberg@falconpublicity.com)