

# PRESS RELEASE

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## A **Luxury Eco-City**; a sustainable 'brick and mortar' **Paradise ICO?**

Where is the Tech? Where is the IT? The geeks have been asking while scrutinizing the Whitepaper for a hint of the next Bitcoin, the next Ethereum, the next Facebook or the next Uber. But the Tech is all over the place, hidden in plain sight, among the Eco-System that uses AI, Blockchain, Big Data and Smart Devices.

## **CHER - THE RISE OF THE TRUE ECO-CITY**

CHER is the 'First True Eco-City' in the world; economically sustainable, pleasing to the eye, prosperous for the owners, vibrant, environmentally healthy with zero carbon emission. Attracting Top Quality Tourists and Investments. It is a healthy place, a Smart place. It is an *appreciation of nature*. The True Eco-City is where technology thrives; creativity is showcased. It is for leisure, for enjoyment, for sports and most important of all, for big business and for unlimited wealth creation.

CHER is a chain of 'Eco-Cities' emerging from developing countries to draw investments, attract tourists, create jobs and expand GDP. The true Eco-City instills a sense of pride with the people.

You can use your CHE tokens in all outlets at a Discount.

CHER reduces the token pool by regularly buying back its Tokens.

## **CHER ICO IS COMING.....**

LOOK OUT FOR THE WHITEPAPER...

Best Regards  
Mr. Wilson Chin  
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