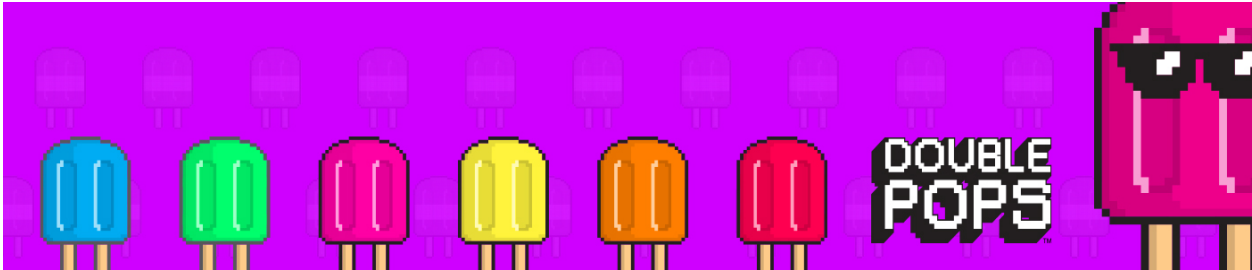


WORLD-RENOWNED ARTISTS UNITE FOR AUTISM AWARENESS IN GROUNDBREAKING NFT ART LAUNCH



“He doesn’t look autistic,” people often tell Arizona-based Joe Bradley when speaking about his son, Cooper. Now 13 years old, Cooper was officially diagnosed with autism when he was five and Joe received his official diagnosis 5 years ago. After learning to become a fierce advocate for Cooper, Joe Bradley is now advocating for autism awareness with a charming series of digital collectibles, DoublePops, which are being sold online as non-fungible tokens, or NFTs; this is the world’s first NFT art project dedicated to bringing awareness to neurodiversities.

Alongside Joe, his wife Heather is dedicated to the cause of helping autistic adults and parents of autistic children navigate the complexities of access and accommodations in a world that is not always geared to their strengths and challenges. As advocates for autism awareness, the Bradley family supports adults, parents and children who are just learning about their diagnosis.

The most important lesson Bradley and his wife have learned in the course of their work is that autism is different in every individual—unlike the stereotypes portrayed in the media, autistic people don’t all have a special interest or engage in outward repetitive behaviors. The DoublePops series reflects this. “Each DoublePop is different, but is part of a whole—just like people, who can be neurotypical or neurodiverse, but are all part of the same human family,” says Joe Bradley.



Only one hundred of the unique collectibles—which take the form of the familiar frozen treat which is a favorite of Bradley’s kids—will ever be made, with a portion of the proceeds going to autism research and support organizations. On August 7th, 2021, the final DoublePops will launch, with a twist—they are guest interpretations from some of the hottest artists in the physical art world and the NFT space, including:

Ali Sabet
Andy Poon
Brian Morris
Cake Nygard
Christine Webb
Cory Pawlak (End-One)
Eduardo Herrera (Hood Vangogh)
Jason Spencer (Killer Napkins)
Jennifer Moyer (Plotski)
Kate Samuels
Kyle Confehr
Klim (Big Shot Toy Works)
Matan Salmon (Fiiidgt)
Matt French
MUMBOT
Nate Bear
Sean Keeton
Shaun Cheney (Meanmugg)
Violetta Melnikova

The project is an innovative opportunity for Cooper and Olivia, his sister, to learn how to run a business. Once all 100 NFTs have been claimed, the family will enter “phase 2” of the DoublePop project, creating an online marketplace offering real-world items like prints, home goods, apparel featuring DoublePops and physical resin collectible toys.

DoublePops range from single colors to wild and crazy renditions but each one is a “one of one” piece that can be collected as a non-fungible token, or NFT, on the online Opensea marketplace. Offered for sale in the Ethereum digital cryptocurrency, each DoublePop is a piece of nostalgic pixel art, reminiscent of early video-game art, but is unique and features vivid colors and themes. [Http://DoublePops.shop](http://DoublePops.shop) will lead direct to the collection.

Non-fungible tokens are unique works of digital art and collectibles whose authenticity, rarity and ownership can be verified on a blockchain—a cryptographically-secured open-ledger technology that is best known as the infrastructure for digital currencies like Bitcoin and Ethereum.

Article written by Margaret Corvid