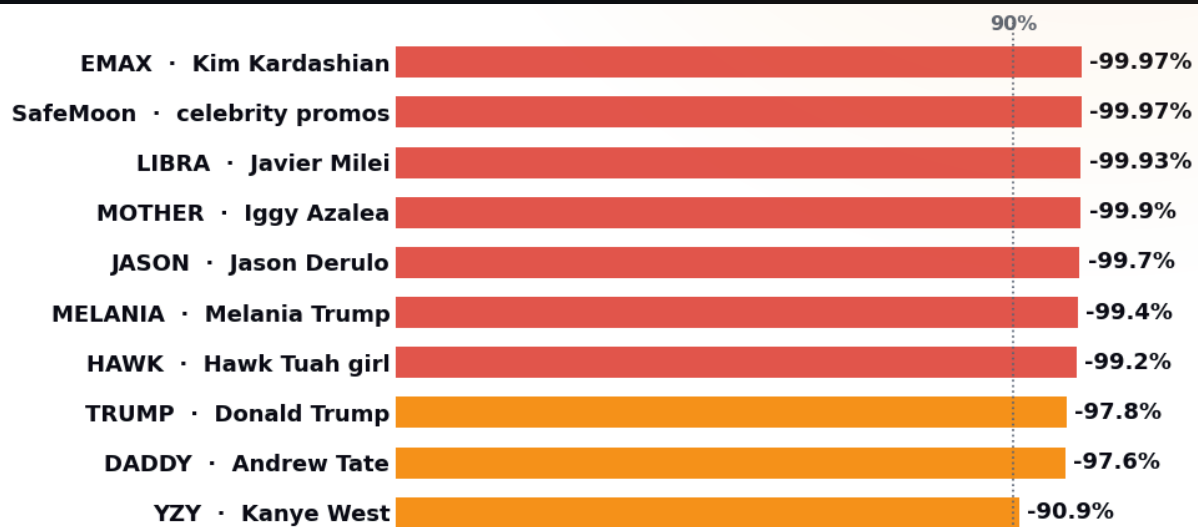


THE CELEBRITY COIN GRAVEYARD

10 coins launched or promoted by celebrities, from Trump and Melania to Kanye, Iggy Azalea and Kim Kardashian. Where each one peaked, how fast it fell, and where it sits today.

Plus the paid promotions on the record, how each one did against Bitcoin over the same time, and the questions to ask before you buy the next one.



how far each celebrity coin has fallen from its all-time high, as of today. Red = down 90% or more.

10/10

down 90% or more from the peak

-99.5%

the typical drop

0/10

ever got back to their peak

Educational, not financial advice. Coins are listed by the celebrity who launched or publicly promoted them. Nothing here claims any wrongdoing beyond the settlement and lawsuit cited on page 5.



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THE GRAVEYARD

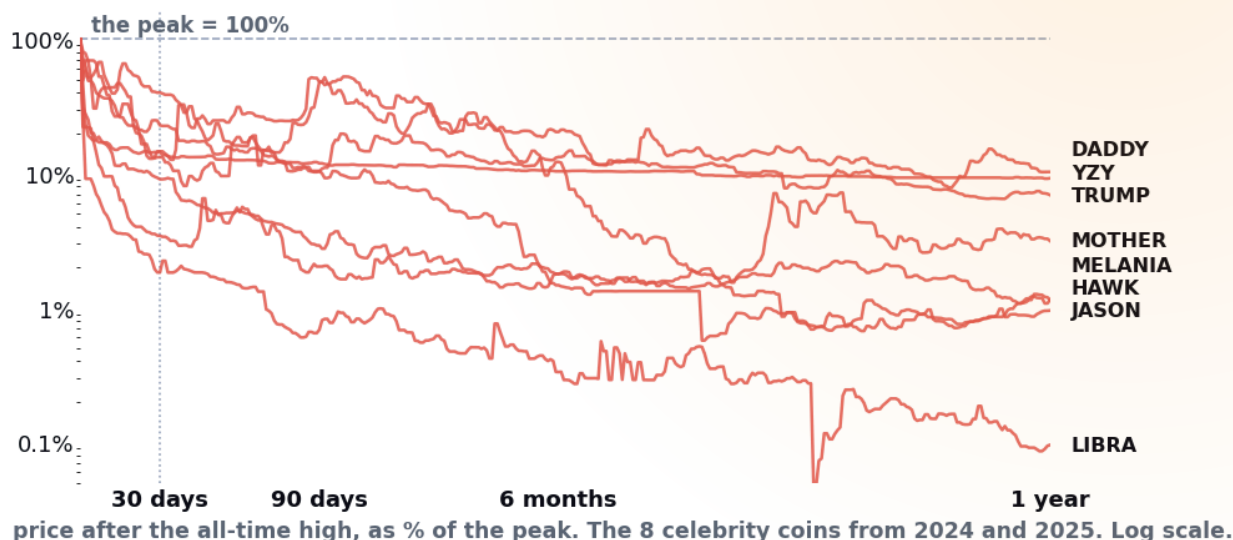
10 COINS, 10 CRASHES

COIN	CELEBRITY	TIE	PEAK DAY	PEAK PRICE	PRICE 18 OCTOBER 2026	FROM THE PEAK	\$1,000 AT THE PEAK, TODAY
YZY	Kanye West	launched	21 Aug 2025	\$3.16	\$0.288	-90.87%	\$91.26
DADDY	Andrew Tate	promoted	14 Jun 2024	\$0.292	\$0.00702	-97.60%	\$24.00
TRUMP	Donald Trump	launched	19 Jan 2025	\$75.35	\$1.69	-97.76%	\$22.45
HAWK	Haliey Welch, the Hawk Tuah girl	launched	04 Dec 2024	\$0.015	\$0.00011	-99.24%	\$7.56
MELANIA	Melania Trump	launched	20 Jan 2025	\$13.73	\$0.080	-99.42%	\$5.85
JASON	Jason Derulo	launched	05 Jul 2024	\$0.013	\$4.16e-05	-99.67%	\$3.29
MOTHER	Iggy Azalea	launched	06 Jun 2024	\$0.241	\$0.00030	-99.88%	\$1.23
LIBRA	Javier Milei	promoted	14 Feb 2025	\$3.28	\$0.00245	-99.93%	\$0.75
SafeMoon	Jake Paul, Soulja Boy, Lil Yachty, Nick Carter and others	promoted	05 Jan 2022	\$0.00338	\$1.14e-06	-99.97%	\$0.34
EMAX	Kim Kardashian	paid promotion	31 May 2021	\$5.98e-07	\$1.91e-10	-99.97%	\$0.32

Peak = all-time high as recorded by CoinMarketCap (CoinGecko for EMAX and SafeMoon). For HAWK the record starts after the launch-minute spike, so its true drop is bigger.

Every coin on the list is down at least 90% from its peak, and 7 of the 10 are down more than 99%. The typical drop is 99.5%. The best result on the list, Kanye West's YZY, still turned \$1,000 at the top into about \$91. None has ever traded back above its peak.

HOW FAST THE PEAK CAME FIRST



COIN	PEAK DAY	30 DAYS LATER	90 DAYS LATER	TODAY, 18 OCTOBER 2026
TRUMP	19 Jan 2025	-77%	-90%	-97.8%
MELANIA	20 Jan 2025	-91%	-97%	-99.4%
LIBRA	14 Feb 2025	-98%	-99%	-99.9%
HAWK	04 Dec 2024	-97%	-98%	-99.2%
MOTHER	06 Jun 2024	-83%	-86%	-99.9%
DADDY	14 Jun 2024	-59%	-75%	-97.6%
JASON	05 Jul 2024	-83%	-88%	-99.7%
YZY	21 Aug 2025	-86%	-88%	-90.9%

Change from the all-time high. The 8 coins from 2024 and 2025, CoinMarketCap daily prices.

Most of these coins hit their all-time high within days of launching. Within 30 days of the peak the 8 coins from 2024 and 2025 had already lost 59% to 98%, and within 90 days 75% to 99%. The fall that followed was slower, but it never turned around.

MEANWHILE

THE SAME MONTHS, FOR BITCOIN

COIN	ITS PEAK DAY	BITCOIN THAT DAY	BITCOIN SINCE	THE COIN SINCE
TRUMP	19 Jan 2025	\$101,237	-20%	-97.8%
MELANIA	20 Jan 2025	\$102,141	-21%	-99.4%
LIBRA	14 Feb 2025	\$97,520	-17%	-99.9%
HAWK	04 Dec 2024	\$98,773	-18%	-99.2%
MOTHER	06 Jun 2024	\$70,775	+15%	-99.9%
DADDY	14 Jun 2024	\$65,996	+23%	-97.6%
JASON	05 Jul 2024	\$56,632	+43%	-99.7%
YZY	21 Aug 2025	\$112,472	-28%	-90.9%

Bitcoin = Bitstamp daily close on each peak day, against today's price.

Over the exact same stretch after each peak, Bitcoin moved between -28% and +43%. It went through a full bear market of its own and is still a working asset. The celebrity coins lost 91% to 99.97% in the same market. The difference was not the market. It was the coins.

Kim Kardashian and EthereumMax. In October 2022 Kardashian agreed to pay \$1.26 million to settle SEC charges that she promoted EMAX tokens on Instagram without disclosing that she was paid \$250,000 for the post. She settled without admitting or denying the findings and agreed not to promote crypto asset securities for three years.

SafeMoon's celebrity promoters. A class-action lawsuit filed in February 2022 named Jake Paul, Soulja Boy, Lil Yachty, Nick Carter and YouTuber Ben Phillips alongside the company and its executives, alleging they pushed the token on social media in exchange for tokens.

Reported, not proven. On-chain analysts at Bubblemaps reported that insiders held about 30% of DADDY's supply before Andrew Tate promoted it. Jason Derulo later said he had been deceived by the person behind his JASON launch. These are reports and claims, not court findings.

Sources: SEC settlement coverage (AP via Yahoo, FOX, October 2022); SafeMoon class action (Inven Global, 2022); Decrypt (June 2024) on DADDY; FX Leaders on JASON.

BEFORE THE NEXT ONE

FIVE QUESTIONS TO ASK FIRST

- 1. Who bought before you heard about it?** By the time a coin is trending, the people who were in first are already up. Your buy is their sell.
- 2. Is the celebrity paid, or holding?** A paid post or a large wallet means the person telling you to buy has a reason to want buyers.
- 3. What does the coin do besides the name?** Every coin on this list was the name and a chart. When the attention moved on, nothing was left holding the price up.
- 4. How far is it already from where it started?** Most of these peaked within days. Buying after a coin has already multiplied is buying the top of someone else's trade.
- 5. How many of these came back?** Zero out of ten.

THE RULE

The hype is the exit for whoever got in first.

WHAT THIS STUDY DOES NOT SAY

It is the famous ones, not a random sample. These are ten of the best-known celebrity coins. Many smaller celebrity and influencer tokens never got big enough to make headlines, so they are not on this list.

Peak prices are records from data providers. The very first minutes of a launch often trade on thin markets that providers do not capture. For HAWK the recorded peak comes after the opening spike, so its real drop is larger than shown.

Some early buyers made money. Someone who bought TRUMP in its first hours, before the run to \$75, could still be ahead. That is the point of question 1. The money was made by being early, and paid for by everyone who came later.

Data pinned to 18 October 2026. CoinMarketCap public data (CelebCoins/cc_study.py), CoinGecko for EMAX and SafeMoon, Bitstamp BTC/USD daily closes. Charts CelebCoins/cc_charts.py. This is education, not financial advice.

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