

BlockChain Loyalty Corp. Initiates New Marketing & Awareness Campaign

November 8th, 2023

(Date of Report)

BLOCKCHAIN LOYALTY CORP.

(Exact Name of Registrant as Specified in its Charter)

4320 S. Corbett Ave. – Suite 214, Portland, OR, 97239

(Address of principle executive offices)

(514) 434-2640

(Registrant's telephone number, including area code)

BlockChain Loyalty Corp. (legally registered, known and doing business as Belle Bonica Luxe Corp.) has decided to initiate a program with its public relations firm, Just3 Public Relations, to help raise market awareness of its current and planned business activities among investors via email and social media platforms, as well as other forms of communication, also targeting new and existing customers for its products.

The planned program will utilize BBLC's current channels of public exposure as well as new channels and means of telling the Company's story to audiences which are not currently aware of the Company's existing activities as well as plans for future growth in markets that meet its criteria for luxury-related products and services.

All material information used in these marketing campaigns has already been disseminated via corporate press releases, available on the Company's website, <https://bellebonica.com> and through regulatory filings in accordance with applicable securities laws. No new information will be included in these marketing campaigns which was not otherwise available through the Company's public filings, or its website.

SIGNATURE:

The Company has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

Dated: November 8th, 2023

BLOCKCHAIN LOYALTY CORP

By: *Joel DeBellefeuille*
Chairman and CEO