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Who is the Hawk Tuah Girl? Everything You Need to Know About the Hawk Tuah Crypto Scandal

*After her **HAWK Coin** fell 91% after launch, Hailey Welch, also known as Hawk Tuah Girl, became embroiled in a significant memecoin hoax issue.*

Key Points

- Following a street interview earlier in the year, Hailey Welch, also known as Hawk Tuah Girl, rose to fame.
- She started a dating app, podcast, and merchandising company before breaking into the cryptocurrency market with Solana memecoin, HAWK, which fell right after.
- After losing millions of dollars with HAWK memecoin, fans turned into enemies who threatened to sue.

Memes have dominated the internet even before they took over the [cryptocurrency](#) sector. People are drawn to these memes because they are frequently humorous, strange, and pointless. The Hawk Tuah Girl, who is well-known online and in the cryptocurrency business, is the subject of one such meme, but for contentious reasons. Here is the full story of this oddly called girl who is receiving a lot of backlash for her association in the Hawk Coin, a Solana memecoin.

Who is the Hawk Tuah Girl?

Hawk Tuah Girl is the moniker given to Hailey Welch's meteoric rise to fame in the realm of online memes following the virality of a nine-second video clip she shot while doing street interviews. "You gotta give 'em that hawk touch and spit on that thang." She joked about giving a hawk Tuah and spitting on it during blowjobs in the clip, which became a global meme. This regular girl became an internet superstar after the video went viral on all the main social media sites; she was dubbed the Hawk Tuah Girl. Quickly becoming a viral sensation in just six months, she is now doing everything from selling items featuring her quote to launching a podcast named Talk Tuah and a dating app called Pookie Tool.

Although she is just in her early twenties, Hailey Welch already has 424,5k followers on X, 1.8 million on TikTok, and 2.6 million on Instagram. Her 'can-do-anything' attitude has kept her popular, and she used that fame to her advantage when she entered the cryptocurrency market with the creation of the HAWK Memecoin, but her fortunes quickly plummeted.

The Hawk Tuah Memecoin

In early December 2024, Hailey Welch introduced a Solana memecoin named HAWK. It quickly gained traction in the cryptocurrency market and achieved a market cap of \$500 million. Hawk Tuah Girl discussed her community-focused cryptocurrency, Hawk Tuah Memecoin, in an interview with Fortune. This is "not just a cash grab" opportunity, she said.

Hawk is live!!!

HAWKThXRcNL9ZGZKqgUXLm4W8tnRZ7U6MVdEepSutj34
pic.twitter.com/9GFgYwpeFA

— Haliey Welch (@HalieyWelchX) [December 4, 2024](#)

The token's market cap reached \$500 million, and its all-time high was \$0.00004028, all because to her fame and her desire to alter people's perceptions about cryptocurrency. There was a lot of coverage in the media about how her followers were the driving force behind the HAWK Coin pump,

but they were also the ones who filed legal charges against her.

Controversy surrounding Memecoin and HAWK Coin

Amazingly, the market valuation for HAWK coins went from \$490 million to \$60 million in just 20 minutes, and then the price plummeted 91% in just three hours, causing investors to lose a lot of money. Claims of a rug pull or memecoin scam surfaced due to the rapid rise and subsequent fall of the Hawk Tuah Girl memecoin. Buying when the token was high and selling when it fell cost one crypto trader \$1.4 million in just 20 minutes. A third guy saw his children's college tuition and money go down the drain.

Coffeezilla, a famous YouTube investigator, spoke with Hailey Welch and her crew during an X live and came to the conclusion that this was a hoax. According to the YouTuber, the memecoin meltdown occurred because during the presale for Hawk Tuah, a huge number of tokens were sold. However, when the token price rose, those same buyers sold them, causing the price to fall even further.

This is Hawk Tuah, and she pulled off a \$500M rug pull.

Fans and investors are suing her.

Her total profit amounted to \$50M, and here's how pic.twitter.com/optvyfafOZ

— nursex (@nursexxl) [December 6, 2024](#)

Above all else, he branded the tokenomics as a fraud, drawing attention to the fact that the team had amassed about \$2.8 million in profit due to the exorbitant trading costs. Out of 285 pre-buyers, 89 wallets sold all of their Hawk Tuah Girl's memecoin, likely leading to a crash. Similar analysis also found that 96% of the Hawk Coin supply is in one cluster.



Investors Left Helpless When HAWK Tuah Girl Denied Engaging in Insider Trading

Following the memecoin fraud allegations, HAWK Tuah Girl clarified on her X that no insider trading had taken place and that none of the KOLs had been given free tokens. Investors, however, were unconvinced, as they saw significant selling immediately following the token launch. Following their livestream, Hailey Welch and the rest of the crew denied any wrongdoing and said that snipers were to blame for the Hawk Coin fall.



A number of commentators, like Coffeezilla, have continued to accuse the meme coin team of being involved in a rug pull fraud, which has infuriated the community. But this is hardly the first time that influential people have faced accusations like these. Mr. Beast, a renowned YouTuber, was already implicated in a cryptocurrency scam.

Conclusion

Within six months of answering the question “what makes a man go crazy?” in street interviews, Hailey Welch went from being an ordinary person to becoming an internet sensation. Her response went viral, gaining him millions of admirers. As a result of her fame, she became known as the Hawk Tuah Girl and went on to become an influential figure in a number of successful companies. Her recently minted Solana memecoin crashed within hours of launch, but she is now facing abuse and legal threats due to her engagement in cryptocurrencies. Investors suffered massive losses as a result, but experts have detected signs of insider trading and a possible HAWK coin rug pull.

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