

昨天，国际金融市场发生一件极为荒诞的事情：一个冒充美国知名百货公司沃尔玛的虚假账号发布的一则虚假消息，竟然令彭博社和路透社等西方主流财经媒体和通讯社集体上当，不仅给这则虚假信息当起了宣传工具，甚至还一度扰乱了金融市场。

然而，这些集体扑街的西方媒体，却没有一家为此事道歉。

据多家外媒报道，这起西方媒体的集体乌龙事件，与当下在境外极为火爆的虚拟货币有关。

其大致的事件经过是，昨晚一个名叫Global Newswire的美国商业公关稿件发布平台，先是刊登了一则由“沃尔玛官方”发布的消息，称沃尔玛将与一个名叫莱特币（Litecoin）的虚拟货币公司合作，接受用这种虚拟货币进行支付。

如下图所示，这则新闻稿不仅长达六段，而且还包含了对沃尔玛和莱特币双方企业高管的“采访”。

Media:

William White

william.white@walmart-corp.com

Senior Vice President and Chief Marketing Officer

（图为稿件中给出的错误的邮件地址）



Walmart to accept payments with
cryptocurrencies using litecoin
cnb.cx/3A3cWuR

1:58 PM - 13 Sep 2021

（图为路透社、CNBC新闻网等欧美主流通讯社和媒体都在不加核实地转发这则疑点重重的消息）

而在看到这么多主流媒体都在转发这则消息后，一位“不明真相”的莱特币公司的社交账号编辑，也跟着转发了这则消息。



不过，在此前，莱特币公司曾发布过一份声明，称“这是谣言”，表示公司根本就没有与莱特币有这种合作。



Litecoin Foundation
@LTCFoundation

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An official statement regarding today's false news - Charlie Lee will be live on Bloomberg today at 2pm PST addressing the subject.



September 13, 2021: A statement on recent false news.

We feel we need to comment on the recent false news that the Litecoin Foundation and Walmart announced an official partnership. This is not the case and we have no information as to where this idea or the release to the press originated. The Litecoin Foundation has not entered into a partnership with Walmart of any kind.

A fake press release, which looked to be official, was sent out this morning across Global Newswire. It is not our policy to release a partnership in such a way. Regarding the quotes within the article itself, these too are fabricated and did not come from Charlie Lee, the creator of Litecoin and Managing Director of the Litecoin Foundation.

Several media outlets, including Reuters, did cover the story first, and in response one of our social media team members was a little too eager and shared the story from the Litecoin Twitter account. This was quickly deleted and we have taken steps to correct future issues. Our marketing team has been responding to inquires that this is indeed false.

2:34 AM · Sep 14, 2021 · TweetDeck

至此，最初将这一不实信息“洗白”并传播开来的彭博社、路透社等欧美主流媒体，开始纷纷“辟谣”，称沃尔玛已经否认了此事，双方要合作的消息是个谣言，并撤回了相关报道。最初刊发这则假消息的那个商业公关稿件发布平台Global Newswire，亦删除了失实的稿件，并发了一则通知，让人们不要再去转发那则错误的消息。

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Cryptocurrencies

Walmart, GlobeNewswire Probe Fake Statement on Crypto Deal

By [Brendan Case](#) and [Vildana Hajric](#)

September 13, 2021, 10:30 PM GMT+8 Updated on September 14, 2021, 5:54 AM GMT+8

而作为此事的“原爆点”，Global Newswire平台虽然已经确认此事是由一个冒充沃尔玛公司的虚假账号引发，但对于为何这个假账号能够注册成功并发布虚假的企业信息，该平台却没有做出任何说明，仅称“这种事情从来没发生过”，并称平台会“加强审核”，并会“积极配合”相关各方对此事的全面调查。



然而，截止目前，耿直哥并没有发现任何参与传播这一谣言的西方主流媒体为他们的“失察”而道歉。

最后，耿直哥再告诉大家一件多少有些讽刺的事情：英国《金融时报》近日刊登了一篇抹黑中国的反电信诈骗手机APP“国家反诈中心app”的报道，称有人安装了
这个APP后，仅仅因为看了国外的彭博社等财经新闻网站，就被警察找上门谈话了

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