

Vitalik Buterin will be taping an episode of the "The Ezra Klein Show," the *New York Times* podcast

on September 23 to air the week of publication

Ethereum's long-awaited Merge will happen on 9/15

"The building excitement for the Merge shows the potential for this to be a major event in the history of the internet and of blockchain technology."

—Nathan Schneider, media studies scholar and *Proof of Stake* editor

Explainer: [nytimes.com/2022/08/26/technology/what-is-the-merge.html](https://www.nytimes.com/2022/08/26/technology/what-is-the-merge.html)

MEDIA COVERAGE

- **Wired** to publish interview with the author
- **Washington Post** column on the book timed to publication date by Sebastian Mallaby
- Steven Zeitchik to include the book in **Washington Post** coverage of the Merge
- **Lex Fridman's podcast** to host Vitalik for an episode on the Merge this month (previous episodes with Vitalik have 4.5 million views)
- Vitalik to be interviewed in September 2022 on the **Bankless podcast**
- **Los Angeles Review of Books** Q&A
- Book coverage so far in **CoinDesk**, **Yahoo Finance**, **Forkast**, **The Crypto Times**, **Coin Gape**, and more

MARKETING CAMPAIGN

- Landing page featuring book preorder links created and promoted by public goods platform Gitcoin (proofofstake.gitcoin.co)
- Vitalik is driving significant preorders by tweeting to his 4.5 million followers:

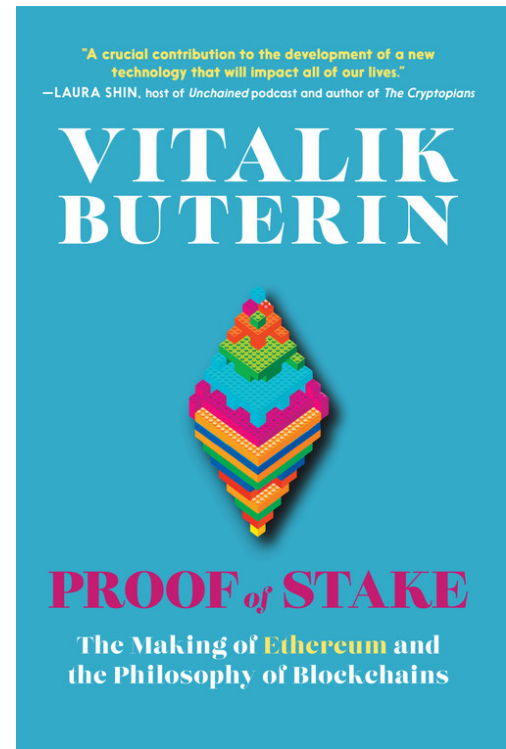
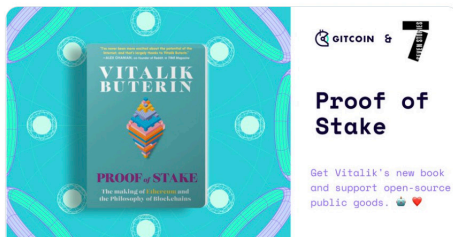


vitalik.eth
@VitalikButerin

"Proof of Stake", the (physical and digital) book compiling various writings I've made over the last ~10 years, will be out in a month!

You can get a signed digital copy and NFT here: proofofstake.gitcoin.co

My share of the proceeds all goes to @gitcoin grants public goods!



COMING ON **SEPTEMBER 27**

PRAISE

"Read with an open mind [*Proof of Stake*] is dramatic. It's about the quest to figure out how the world can be better. There is no greater game and nothing more suspenseful or more filled with love."

—Jaron Lanier, computer scientist & author of *You Are Not a Gadget*

"Vitalik Buterin is one of the most important thinkers in crypto. His creation, Ethereum, has been the platform that launched nearly all of the big crypto trends of the last several years. He is also one of the field's clearest communicators, which is why this compendium of his writing is a crucial contribution to development of a new technology that will impact all of our lives."

—Laura Shin, host of the *Unchained* podcast and author of *The Cryptopians: Idealism, Greed, Lies, and the Making of the First Big Cryptocurrency Craze*

Proof of Stake

The Making of Ethereum and the Philosophy of Blockchains

By Vitalik Buterin, edited by Nathan Schneider

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