**Xbox Wire post intake form**

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| Proposed Blog Post Title | GMing for over 100,000 players in Citizen Sleeper’s first free episode. |
| Primary Contact | Ben Pollock ben@fellowtraveller.games |
| Today’s Date | July 27th, 2022 |

**The Xbox Wire Post**

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| What game, product, or program does the blog post support? | Citizen Sleeper |
| Please briefly describe the blog post. | Highlighting the new update to Citizen Sleeper, and explaining the ideas behind its episodic structure. |
| What visual assets (photos or video) will you be using? If a video, are you working with Social to get uploaded to YouTube? | **1 x Static Hero Image, 2 x Static In-Line Assets** |
| On what date would you like to publish? Please submit 1st draft 4 days in advance | 28/06/2022, 10:00AM (PDT) |
| Have you arranged Social Media support (either via Xbox Social or partner/publisher) or paid amplification? | We will amplify the post via developer and publisher channels. |
| Who is the byline or author of the post? | Gareth Damian Martin, Founder, Jump Over the Age |
| What Xbox Wire regions is this relevant in? (US, FR, DACH, LATAM) | US |
| Is there a call to action? What do we want the reader to think, feel, do after reading? | Play Citizen Sleeper on Xbox Game Pass. |
| Who needs to approve this post internally? Are there any additional partners or stakeholders? What are the approval milestones? | Ben Pollock, Product Manager (Fellow Traveller) |
| Describe success for this post (page views, revenue generation, press pickup,  Social pickup, etc). | Social pickup, spike in player numbers |