



Gen Con to Convert Gaming Convention to Rodeo and Stock Show in 2025

INDIANAPOLIS (April 1, 2025) — The organizers behind Gen Con, the country's largest tabletop gaming convention, today announced a dramatic shift in name and format for the upcoming 2025 edition of the event, changing the name to **The Original Old Time Rootin' Tootin' Gen Con Rodeo and Stock Show**, and swapping the core focus of the event from tabletop gaming to animal husbandry and the rodeo arts.

"Board games are cool, but did you see Beyoncé's NFL halftime performance on Christmas?" said Gen Con President David Hoppe, wearing a brand-new cowboy hat. The ordinarily mild-mannered, city-dwelling games executive shifted a piece of straw he was holding in his teeth before exclaiming, "Boy, howdy!"

The announcement seemed to put Gen Con Rodeo, scheduled for July 31 - August 3, in direct competition with the Indiana State Fair, which runs August 1-17 this year, has been around since 1852, and is located less than 10 miles from the Indiana Convention Center.

"Some folks might ask me: Diamond Dave, why would you go and do this? You don't know squat about that rodeo life, and isn't the state fair happening at the same time?" said Hoppe, who asked that he be referred to as "Diamond Dave" from now on. "But first of all, I believe you can never have too much rodeo, and second of all, don't you worry, we're still gonna put the ol' Gen Con spin on this thing."

In partnership with top genetic engineering labs and independent alchemists from across the globe, Gen Con Rodeo's organizers will introduce new forms of fantasy livestock that have never before walked this earth. Instead of horses, cows, and pigs, Gen Con Rodeo and Stock Show events will feature custom-cloned approximations of dragons, monsters, and other creatures that cannot (for intellectual property reasons) be named but are similar to those featured in popular games and films.

Traditional rodeo events such as bull-riding and barrel-racing will be held featuring these novel beasts of burden, and fantasy livestock will be shown and held for auction

throughout the weekend. Organizers have assured the public that measures are in place to prevent any Jurassic Park-style situations from occurring.

On Saturday night the convention will be devoted to the Gen Con Hoedown (formerly known as the Gen Con Dance), a square-dance affair accompanied by a fiddle band. Requests for other music will not be accepted.

Longtime Gen Con favorite Sun King Brewery will be on hand with an exclusive Gen Con Rodeo beer this year, which will consist of pure moonshine proudly distilled from local Indiana corn and served in a commemorative mason jar.

HotBox Pizza will also get in on the country-and-western action with the introduction of an exclusive Gen Con Rodeo pie topped with sustainably raised rattlesnake meat harvested from nearby prairies.

Badges for Gen Con Rodeo are on sale now at your local general store. Cash accepted, gold preferred.