

## Gen Con Announces Genstock Music Festival as Tie-In to 2024 Convention

**INDIANAPOLIS** (April 1, 2024) – The organizers behind a popular tabletop gaming convention today announced **Genstock 24**, a free<sup>1</sup> two-day outdoor music event which will run July 32-33, ending with enough time for attendees to return to Indianapolis for the start of Gen Con Indy 2024 on August 1.

The new festival will gather dozens of musical acts of multiversal renown, including such household names as Lalfroth and the Chrome, Zombie Zephyr Zenith, and the Gorgon Groove Collective, with performances held on three stages magically suspended over the Hoosierahd Plains, a semi-fictional desert region conveniently discovered just outside of Indianapolis city limits.

“I’m super into UK garage music and I’ve been messing around with some synths in my basement, so I’m really hoping to play a set,” said Gen Con president David Hoppe, who appeared very concerned that everyone know he correctly pronounces the name of the electronic music subgenre. “It sounds like *garidge*, not like *ga-rahdge*,” he was heard to say repeatedly.

Genstock 24 festival passes can be purchased only in pure gold and silver coins at a variable exchange rate due to the festival’s production being primarily handled by a subcontractor headquartered in a pocket dimension which overlaps temporally with the 11<sup>th</sup> century AD.

Security for Genstock 24 will be provided by Relgar’s Raiders, a notorious band of local barbarians who insist that no historical comparisons be drawn to when the Hell’s Angels guarded Altamont in 1969.

“Though our primary skill set involves soaking these same lands with the warm blood of our enemies, we are trying to diversify our revenue stream,” said Relgar. “Most of my boys have never gone two full days without dismembering a stranger, but I really think this is the perfect opportunity to launch our new security and crowd control services.”

---

<sup>1</sup> Free in the sense of the feeling of being unencumbered by life’s burdens. Obviously, it will not be monetarily free to attend this event.

Festival attendees can freely camp near the festival grounds, and campsite placement will be apportioned via a lottery system. Each attendee's place in the camping lottery was assigned long before they were born and there is nothing that anyone can do to change it.

Food and beverage services for the festival will be provided by HotBox Pizza and Sun King Brewery, who have created an exclusive collaboration called PizzaBeer, which combines the best qualities of both pizza and beer. The product is a thick, tomatoey pale ale topped with a mozzarella cheese foam and can be either sipped like a liquid or eaten with a spoon.

"When my nephew told me 'the dead' would be playing, I was thrilled and started to tell him my story about the time I met Jerry Garcia in the late seventies, but then he stopped me and told me he meant literally that dead corpses would be performing music," said Rick Lau, uncle of one of the festival's organizers. "It still sounds cool, I'll probably go."

## **Genstock 24 Lineup**

### **Gen Con Underworld Stage**

Lalfroth and the Chrome  
Lazaro the Wicked  
Claws & Secco  
Mashlynn's Revenge  
TPK  
Bram and the Vamps  
Siren's Song Syndicate  
Win Condition  
Soul Sisters

### **World of Chaldea Stage**

The Gorgon Groove Collective  
Peter and the Machine  
Cycloptics  
Boozer's Babes  
The Nearly Departed  
DJ DMTM, the artist formerly known as  
Dark Master Trainer Mike  
Astral Traveler  
Min & Max

### **Gen Con Outer Worlds Stage**

Zombie Zephyr Zenith  
Cass A. Nova  
Saylor Twift  
DJ Broken Escalator  
Bast and the Felines  
Rawr!  
Heavy Inventory  
DJ Orthogonal  
Problem Child

HOOSIERAHD PLAINS, IN

# GENSTOCK

24

FREE MUSIC FESTIVAL\*

JULY  
32-33

**GEN CON UNDERWORLD STAGE**

LALFROTH AND THE CHROME  
LAZARO THE WICKED

CLAWS & SECCO \* MASHLYNN'S REVENGE

TPK \* BRAM AND THE VAMPS

SIREN'S SONG SYNDICATE

WIN CONDITION \* SOUL SISTERS

**GEN CON OUTER WORLDS STAGE**

ZOMBIE ZEPHYR ZENITH \* CASS A. NOVA

SAYLOR TWIFT \* DJ BROKEN ESCALATOR

BAST AND THE FELINES \* RAWR!

HEAVY INVENTORY \* DJ ORTHOGONAL

\* PROBLEM CHILD \*

**WORLD OF CHALDEA STAGE**

THE GORGON GROOVE COLLECTIVE

PETER AND THE MACHINE \* CYCLOPTICS

BOOZER'S BABES \* THE NEARLY DEPARTED

DJ DMTM (THE ARTIST FORMERLY KNOWN  
AS DARK MASTER TRAINER MIKE)

ASTRAL TRAVELER \* MIN & MAX



\*Free in the sense of the feeling of being unencumbered by life's burdens. Obviously, it will not be monetarily free to attend this event.