



P R E S S   R E L E A S E

## **GameFor and Gen Con Partner to Promote Pop-Up Gen Con Events**

July 1, 2019 - GameFor LLC is excited to announce the collaboration with Gen Con LLC, The Best Four Days in Gaming, to help bring even more gamers to the Gen Con experience by specially promoting Gen Con's new Pop-Up Gen Con events in the GameFor app.

Tabletop gamers who can't make it to Gen Con in downtown Indianapolis, IN from August 1-4, 2019 will be able to find the closest Pop-Up Gen Con event near them by using the free GameFor app. The Pop-Up Gen Con events, held at more than 40 stores across the United States this inaugural year, will have special visual call-outs in the Game Events listing in the GameFor app, to help gamers find the events even easier.

GameFor, the app for connecting tabletop gamers to the events, stores, groups, conventions, and other gamers near them, has currently nearly 35,000 registered users and over 1,400 groups & clubs. The Store Finder portion of the app, an extensive and constantly updated database, has over 6,500 store listings worldwide - so gamers can always find the closest game store no matter where their travels may take them.

"Gen Con is a proud supporter of small businesses that build community by combining retail with gaming space and organized play," said Gen Con spokesperson Jackie Miserany. "GameFor offers a unique and easy-to-use tool for finding local gaming events at FLGS, and we're excited to partner with the GameFor team to bring greater awareness to our Pop-Up Gen Con pilot program this year by featuring our events on their platform."

"As an avid attendee since 1992, I was delighted to work with Gen Con to help spread the word to gamers through our app," said GameFor visual designer and spokesperson Adam Loper. "I love the Pop-Up Gen Con idea for gamers who can't make the trip to Indy this year, and we look forward to spreading the word to get more gamers into the Gen Con frame of mind."

GameFor is currently available for tabletop gamers worldwide on iOS and Android mobile platforms, and has a web portal for non-smartphone users. More information can be found at <https://www.iamgamefor.com>. For media inquiries, or to ask specific questions, please

## **GameFor and Gen Con Partner to Promote Pop-Up Gen Con Events (continued)**

email [info@iamgamefor.com](mailto:info@iamgamefor.com).

Milk Can LLC, whole owners of GameFor LLC, was founded in 2015. It is a Software Development and Design studio based in downtown Appleton, WI. Specializing in Mobile Applications, Milk Can LLC makes custom mobile apps and software for companies throughout the United States.

Gen Con is the largest and longest-running annual event devoted to tabletop gaming culture in North America. The convention, which began in 1968 in Lake Geneva, WI, attracts 70,000 attendees and 520 exhibiting companies each year. During the convention, attendees choose from 17,000 ticketed events representing a wide array of board games, card games, role-playing games, seminars, entertainment events, and more. Gen Con takes place each August in the Indiana Convention Center, Lucas Oil Stadium, and surrounding downtown hotel spaces in Indianapolis, IN. For media inquiries, contact Stacia Kirby, (206) 363-1492, [stacia@kirbycommunicationsinc.com](mailto:stacia@kirbycommunicationsinc.com).