

FOR IMMEDIATE RELEASE

Wasteland Weekend Brings 4,000 Costumed Mad Max Fans To The Mojave Desert

LOS ANGELES, CA - October 2nd, 2017

The post-apocalyptic music & arts festival known as Wasteland Weekend has been growing every year since it was founded in 2010. The 2017 event saw nearly 4,000 attendees make the journey to the Mojave desert just outside of California City, CA (2 hours North of Los Angeles).

Unlike most other desert parties, car shows, or music concerts (and Wasteland is all three), this one requires ALL attendees to be in costume (even staff members and journalists). The idea is to create a full-immersion effect, making festival goers feel like they're inside something like a Mad Max movie for 5 days.

This year's event ran from September 27th to October 1st, and included any number of themed distractions from the real world. There are live bands, DJs, car cruises, costume contests, a film festival, a post-apocalyptic swimsuit competition, Thunderdome battles, light-hearted role playing challenges like a bounty-hunting game, crafting workshops, free hair and makeup at the event-sponsored beauty salon, fire performers, a 24 hour radio station, an attendee fashion show, and much, much more.

The event was sold out for a third year in a row, and the organizers have limited growth intentionally. Wasteland's Event Director and Co-Founder Jared Butler explains: "Wasteland is run by a small staff and an army of volunteers. We want those volunteers to grow their skills with the event, so that our staffing and infrastructure never get overwhelmed by the size of the population". The other benefit is cited by the event's art director and Chief of Operations, Adam Chilson: "When we grow at a reasonable pace, it means veteran attendees always outnumber the newcomers. It helps the event keep the feeling of being one big returning family."

In fact, Wasteland is no longer just a destination, it's becoming a legitimate subculture. "Wastelanders" socialize with one another year round, often forming "tribes" with their groups of friends. In addition to Wasteland Weekend, there are numerous other events popping up to keep the fans engaged. Some, like the Wastelanders Ball, the Wasteland World Car Show, and Wasteland Weekend UK (debuting in 2018) are official, while others are just inspired.

The organizers are not letting up now that word has started to spread worldwide. There are plans for even more official events in new locations soon. The end of the world clearly has a bright future.

Contact: [wastelandweekend@gmail.com](mailto:wastelandweekend@gmail.com)

Many more photos and video for media available by request.

A selection of recent event photos pre-cleared for media use can be found here:  
<http://www.wastelandweekend.com/press-photos-2017/>

The history of the event can be found:  
<http://www.wastelandweekend.com/history/>

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