



**FOR IMMEDIATE RELEASE**

## ***Alice's Lullaby* Set for an October 8, 2024, Launch**

***This Psychological Horror Adventure Marks the Highly-Anticipated Return of the Albino Lullaby Series After a Decade-Long Hiatus***

**BOSTON, MA – SEPTEMBER 17, 2024** – Ape Law, the innovative studio behind the cult classic *Albino Lullaby*, announces the October 8, 2024, release of *Alice's Lullaby*. This latest entry in the psychological horror genre invites players to traverse the eerie and treacherous world of Styx, where time is both ally and adversary. Prepare to tumble through time and unravel the horrific mysteries of the enigmatic Grandchild Cult.

The original *Albino Lullaby* was described by Polygon's Collin Campbell as "Part Stanley Parable and part Alfred Hitchcock... This is a sick place, full of sick allusions and sick jokes." This highly anticipated follow-up promises to deliver the same mind-bending experience, with Andy Chalk of PC Gamer already describing *Alice's Lullaby* as "a descent into *what the hell is going on here?*"

### **A Twisted Journey Through Time and Trauma**

*Alice's Lullaby* plunges players into a deeply haunting narrative that challenges their grip on reality. The game centers on a perilous mission to rescue young Alice from the clutches of the Grandchild Cult, a group driven by their fanatical zeal to construct a device that can undo their past mistakes and unleash terror upon the world above. As the only "walking" with the vision to see through their machinations, players must navigate a dark world, journeying between past and future to expose the mysteries hidden within Styx and thwart the cult's grand ambitions.

"*Alice's Lullaby* uses horror conventions to explore themes of trauma and perception, inviting players to look closer and find the unsettling answers hidden beneath the surface," said Justin Pappas, Creative Director and Founder of Ape Law.

### **Key Features of *Alice's Lullaby*:**

- **Time-Tumbling Gameplay:** Explore multiple narratives set across different time periods, uncovering how they intertwine between past and present to reveal the full story.
- **Striking Visual Contrast:** Experience a world that is deceptively vibrant on the surface, yet dark and sinister underneath, capturing the duality of the human psyche.

- **Narrative Depth:** Players can unravel the metaphysical mystery of Styx and the Grandchild Cult, as they are challenged to discover why they are perceived as the monster.
- **Psychological Horror Elements:** Encounter a game that reflects the distorted reality of trauma, where what is real for you isn't necessarily the case for everyone around you.
- **Rich World-Building:** Explore the detailed, multi-layered world of Styx, where every discovery adds depth to the narrative.

## A New Chapter in Immersive Horror

*Alice's Lullaby* signifies a daring leap forward in Ape Law's game design philosophy. By leveraging temporal exploration and a non-linear narrative layered with psychological intrigue, the game promises a unique experience that will leave a lasting impact on players. This isn't just a continuation of a beloved franchise; it's an invitation to dive deeper into a world where horror and reality blur.

## Wishlist and Availability Information

*Alice's Lullaby* is available to Wishlist now and set to release on October 8, 2024, for PC. Be among the first to unravel the metaphysical mystery of the grandchild cult and find out why they call you the monster! For more information, including access to exclusive content, screenshots, and trailer visit:

[https://store.steampowered.com/app/3205190/Alices\\_Lullaby](https://store.steampowered.com/app/3205190/Alices_Lullaby)

## About Ape Law

Ape Law is an independent game development studio dedicated to pushing the boundaries of storytelling and design within the horror genre. Their debut title, *Albino Lullaby*, earned a reputation as a cult classic, celebrated for its unique approach to psychological horror and narrative complexity. Building on this legacy, Ape Law continues to innovate with each new release. *Alice's Lullaby*, the highly anticipated follow-up, promises to expand the universe and offer an even deeper, more immersive experience that challenges player perceptions and fears.

Website: <http://www.ApeLaw.com>

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## [YouTube] Announcement Trailer:

<https://www.youtube.com/watch?v=nHSfNL70FDQ>

## [Downloadable] Announcement Trailer:

<https://www.dropbox.com/scl/fi/unm4avrz763k1zpxntx38c/AlicesLullaby-AnnouncementTrailer.mp4?rlkey=589pd1kxm1prwt2kduttrzpax&st=760chd6k&dl=0>

**Press Kit:** <http://aliceslullaby.com/presskit>

For Steam keys, exclusive content, or interview requests, please contact:

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