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**FOR IMMEDIATE RELEASE**

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***LEVEL UP: MORE GAMES, MORE GUESTS, AND MORE FUN AT THE SOUTHERN-FRIED GAMING EXPO 2022***

*9th annual gaming expo returns bigger and better than ever July 15-17, 2022*

Atlanta's homegrown convention focused entirely on gaming, Southern-Fried Gaming Expo (SFGE) returns for its 9th annual event July 15-17, 2022, bigger and better than ever before! With over 100,000 square feet of exhibit space in the Cobb Galleria Centre and Renaissance Waverly Hotel & Convention Center, guests will be treated to a weekend full of family-friendly gaming fun! In addition to over 50 guest speakers, 150 scheduled events, and dozens of live tournaments, attendees can enjoy hundreds of tabletop board and roleplaying games, retro and modern video game consoles, and hundreds of full-sized arcade and pinball machines which for one weekend comprise "Georgia's Largest Arcade." Additional areas of interest include:

- **'Q\*Bert' 40th Anniversary Celebration:** Warren Davis, co-creator and developer of *Q\*Bert* will be on hand for panel discussions to celebrate the 40th anniversary of one of the most iconic and successful video games from the golden age of arcades. Meet the maker and play the game on the original hardware!
- **The Vintage Computer Festival Southeast 9.0:** Learn the history and celebrate the roots of video gaming through hands-on exhibits hosted by the Atlanta Historical Computing Society. Experience technologies, people, and stories that embody the remarkable tale of computer revolution.
- **BOOMSHAKALAKA! Meet the Voice Talent behind 'NBA Jam' and More:** Tim Kitzrow, the voice artist for some of the most popular sports games of all time including *NBA Jam* and *NFL Blitz* joins Bob Carter (*Street Fighter*, *Mortal Kombat*) to tell tales behind the mic of video game's most popular properties.
- **Tournaments Triumph at SFGE:** Casual gaming is fun, but so too is high-stakes competition. This year, SFGE is pleased to host dozens of competitive tournaments including *Super Smash Bros. Ultimate*, *Magic: The Gathering*, *Age of Sigmar*, *Tetris*, and Battle of the Belles—a women's pinball tournament with proceeds benefiting Children's Healthcare of Atlanta's Extra Life charity.

With previous media coverage in *Variety*, *The Atlanta Journal Constitution*, *SyFy.com*, *Paste*, and *Atlanta Magazine*, SFGE has gained national recognition as a destination for gamers. CNBC even listed SFGE as one reason why Atlanta is one of the best cities in America for geeks! Come see what makes SFGE so newsworthy for yourself!

Admission to the **Southern-Fried Gaming Expo** remains one of the best entertainment values of the summer. Buy your tickets in advance and save money – ***a 3-Day weekend membership is just \$75 for adults and \$35 for kids (ages 6-12); kids aged 5 and under get in free. Single day memberships are also available at the door.***

Join us in Atlanta, July 15-17, at the **2022 Southern-Fried Gaming Expo** and enjoy a family-friendly weekend filled with gaming fun! Download the SFGE app on the Yapp app for current schedule and event updates. Visit [www.GameATL.com](http://www.GameATL.com) to purchase memberships and learn more.

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