SOUTHERN-FRIED GAMING EXPO EXPANDS FOR ITS BIGGEST EVENT EVER

"13th annual convention adds 36,000 square feet, celebrity guests, and Magic: The Gathering tournaments"

ATLANTA, July 10, 2026 – The Southern-Fried Gaming Expo (SFGE) returns July 31–August 2, 2026, celebrating the South's love of gaming during its 13th annual event. The homegrown fan convention once again transforms the Cobb Convention Center and Renaissance Waverly Hotel & Convention Center into **"Georgia's Largest Arcade,"** featuring more than 500 arcade games, pinball machines, and classic and modern video game console systems all set to free play with admission.

This year's event is the biggest in SFGE history, expanding into **an additional 36,000 square feet of exhibit space** at the Cobb Galleria Centre. With more room than ever before, attendees can enjoy an even larger selection of attractions, tournaments, vendors, exhibits, and hands-on gaming experiences for all ages.

Beyond the massive arcade, guests can explore over 1,000 games in the tabletop board game library, live entertainment, cosplay, tournaments, panel discussions, and special events throughout the weekend.

Additional highlights include:

• Meet Acclaimed Voice Actors from Some of Gaming's Biggest Franchises.
This year's celebrity guest lineup features an impressive roster of performers whose voices have brought some of gaming's most beloved characters to life. Guests include **Andy Field** (*Five Nights at Freddy's*), **John Patrick Lowrie** (*Team Fortress 2*), **Ellen McLain** (*Portal*), **Ian Russell** (*Warhammer 40,000*), **Jenny Kidd** (*Donkey Kong Bananza*), **Michael McConnohie** (*World of Warcraft*), **Terrence Stone** (*Hearthstone*), and **Melodee M. Spevack** (*World of Warcraft*). Fans will have opportunities for autographs, photographs, Q&A sessions, and select panel appearances throughout the weekend.

• Magic: The Gathering Comes to SFGE.
For the first time, Southern-Fried Gaming Expo will host **Magic: The Gathering** tournaments all weekend long, featuring organized play for competitors of every skill level. Whether you're a

seasoned planeswalker or a newcomer looking to learn, players can enjoy continuous events, casual play opportunities, and a welcoming community throughout the convention.

• **Bigger Gaming Experiences Than Ever Before.**
The expanded exhibit hall allows for even more arcade games, pinball machines, tabletop gaming, console gaming, vendors, artists, special exhibits, and interactive attractions than ever before, making the 2026 event the largest Southern-Fried Gaming Expo to date.

"We're thrilled to continue growing the Southern-Fried Gaming Expo while staying true to what makes it special," says SFGE co-founder Preston Burt. "The additional exhibit space lets us offer even more games, tournaments, and experiences while welcoming incredible guests from across the gaming industry. Whether you're reliving childhood memories or discovering your next favorite game, there's something here for everyone."

The Southern-Fried Gaming Expo will be open **Friday, July 31, through Sunday, August 2, 2026** at the Cobb Convention Center (formerly Cobb Galleria Centre) and Renaissance Waverly Hotel & Convention Center in Atlanta. Complete schedules, ticket information, guest announcements, and event details are available at **www.GameATL.com**.

About Southern-Fried Gaming Expo

Atlanta's homegrown convention dedicated entirely to gaming, Southern-Fried Gaming Expo (SFGE) is a family-friendly celebration of arcade games, pinball machines, tabletop gaming, role-playing games, collectible card games, and video games. Established in 2014, SFGE is operated by Player One, LLC, whose founders created the event to bring together the Southeast's diverse gaming communities. Today, SFGE has grown into one of the largest gaming conventions in the region, welcoming thousands of attendees each year.

Location

Cobb Convention Center
2 Galleria Parkway SE
Atlanta, GA 30339

Renaissance Waverly Hotel & Convention Center
2450 Galleria Parkway
Atlanta, GA 30339

MEDIA CONTACT:
Preston Burt
Email: info@GameATL.com
Phone: 404.514.2702