

Media Kit

By

Adrian English

School of Humanities

Grand Canyon University

ENG-381-O500

Prof. Joshua Lee

July 13th, 2025



2025 Southern Fried Gaming Expo

Media Kit

Player One LLC

Gameatl.com

© 2025





Table of Contents

- 1. Backgrounder**
- 2. Press Release**
- 3. Fact Sheet**
- 4. Project Pinball**



The Southern Fried Gaming Expo
June 20th-22nd , 2025
Renaissance Waverly Hotel/Cobb Galleria Center
Atlanta, GA
Website: www.gameatl.com



About the Southern Fried Gaming Expo (SFGE)

The Southern Fried Gaming Expo (SFGE) is an annual three-day convention that celebrates gaming culture. Held in the suburbs of Atlanta, Georgia, SFGE welcomes gamers and pop culture aficionados from all over the country. They will descend upon the venue and find their joyful way around over 400 arcade and pinball machines, modern and retro gaming consoles, tabletop role-playing games, board games, card games, fan-focused panels, and some choice live entertainment.

SFGE was founded by Player One, LLC, a group very passionate about their hobby as gamers. They created the expo to bring a giant celebration of gaming to the South. For some, this fills a geographic gap in the convention scene. While the South may have other major conventions that celebrate other aspects of fandom and pop culture, only SFGE can claim to be a celebration of gaming. SFGE has quickly grown into one of the region's most anticipated gaming events. Last year, more than 8,000 people attended SFGE.

Key Milestones

- 2013: SFGE is founded by Player One, LLC
- 2014: First expo held at Marriot Century Center
- 2017: SFGE moves to the Cobb Galleria Center and Renaissance Waverly Hotel
- 2020: Virtual programming added during the pandemic
- 2025: 12th annual SFGE moved to June due to the MLB All-Star Game in Atlanta

Impact and Recognition

Attendance numbers at least 7,000 unique visitors every year

SFGE has a longtime partnership with Project Pinball, a charity which places arcade games in hospitals and care centers

Contact Information

For media inquiries, contact Preston Burt at nocashvalue80@gmail.com





It's Time to Play the Games!

It's summertime in Atlanta, and that means it's time for games at the Southern Fried Gaming Expo. From June 20th through the 22nd, come down to the Renaissance Waverly Hotel and Cobb Galleria Convention Center in Atlanta, GA, for a weekend of games, live entertainment, and most importantly, fun!

What kinds of games do you play? This year's Southern Fried Gaming Expo (SFGE) will have more than 400 games of all types and genres for those looking for fun and excitement.

- Tabletop games
- Arcade Games
- Pinball Games
- Retro and current console games
- Roleplaying games



And the best thing about all these games is that they're free to play, for as long as you want, all weekend long!

However, SFGE is more than just about games. There's plenty more entertainment and fun for all!

- Live bands!
- Celebrity photo ops including WWE Hall of Famer, Fred Ottman!
- A vendor's hall filled with arts, crafts, and games!
- Live pro wrestling from Atlanta Wrestling Entertainment!
- Contests!
- Celebrity and fan panels!

Is this enough excitement for you? Go to www.gameatl.com to sign up for your memberships right now. Pricing for adults and kids for the entire weekend is available online, or you can purchase single-day memberships at the door. Don't miss out on Atlanta's premier summer gaming event. Get your game on at SFGE!

[Our Website](#) [Instagram](#) [Facebook](#)





Southern Fried Gaming Expo

Fact Sheet



Southern Fried Gaming Expo
 Hosted by Player One, LLC
 June 20-22, 2025
 Renaissance Waverly Hotel and Cobb Galleria
 Convention Center

Event Highlights:

- 400-plus arcade and pinball machines, free to play with paid admission
- Massive library of tabletop RPGs, board games, and card games
- Console lounge with retro and modern gaming systems
- Live pro wrestling event from Atlanta Wrestling Entertainment
- Special guests including voice actors, developers, and gaming personalities
- Vendor's Hall complete with collectibles, games, and custom crafts
- Tournaments and cosplay contests
- Live music
- Food trucks



New in 2025:

- Special programming celebrating the 12th anniversary of SFGE
- Expanded programming for families and first-time attendees
- More charity opportunities with Project Pinball



SFGE draws an estimated 8,000+ every year and that number is expected to be the same this year.

Social Media Links:

[Facebook](#)

[Instagram](#)

[SFGE Website](#)





Gaming for a Difference: SFGE teams with Project Pinball

The purpose of the Southern Fried Gaming Expo is to create an inclusive and exciting gaming experience for gamers all over the South. However, SFGE also realizes that many individuals are in adverse circumstances who may not be able to attend the Expo. Therefore, the Expo desires to recreate the joy found in playing video games by meeting those in similar circumstances and providing them with the tools to have fun. To that end, SFGE is partnering with Project Pinball. Project Pinball is a Florida-based charity that is devoted to placing arcade games in hospitals, Ronald McDonald houses, and assisted living facilities. Project Pinball, like many others, believes in the healing power of games.

Throughout the weekend of SFGE 2025, Project Pinball will be organizing a raffle, and the proceeds from it will go to its charity. There will also be a booth selling special Project Pinball merchandise, such as T-shirts, stickers, and keychains. The proceeds from these sales will also help implement Project Pinball's objectives.

In addition to the raffle and merchandise sales, SFGE attendees will have many opportunities to interact with Project Pinball's staff and volunteers. This will help them gain insight into how their efforts have helped many benefit from having their emotional well-being and recovery enhanced by the power of games. Project Pinball knows that games enhance the quality of life.

SFGE has aligned with Project Pinball because it adds to their mission to provide quality recreation for all who love games. SFGE isn't just a showcase and expo for gamers and the games they play; it is a chance to ensure that the joy created, and memories made here are also shared with others, even if they cannot attend.

For more information about Project Pinball, check out the following:

[Project Pinball](#)

[SFGE/Project Pinball Landing Page](#)