

ATLANTA'S SOUTHERN-FRIED GAMEROOM EXPO CELEBRATES CLASSIC, NEW GAMING FOR THE ENTIRE FAMILY!

The fourth annual [Southern-Fried Gameroom Expo \(SFGE\)](#) returns June 9-11, 2017! Atlanta's homegrown convention focused entirely on gaming anticipates over 3,200 attendees, and features many new and exciting games and events. Over 250 full-sized arcade games, pinball machines, and console systems combine with tabletop gaming, live music, professional wrestling and more to make SFGE a weekend "where all your geek gamer dreams come true." (GeekDad.com)

The **Southern-Fried Gameroom Expo** is the perfect place for fans of gaming and pop culture to meet up, celebrate, and play games with fellow enthusiasts. The family-friendly event features several areas of interest which have already been announced:

SPECIAL GUEST SPEAKERS

This year, we're pleased to welcome the co-founder of game company Activision and the designer of the classic Atari game *Pitfall!*, [David Crane](#). *The King of Kong* star and "Video Game Player of the Century" [Billy Mitchell](#) makes his return to SFGE and will battle attendees head-to-head on the "World's Largest Pac-Man!" Pinball fans will undoubtedly love to meet industry legend [Roger Sharpe](#), often credited as "The Man Who Saved Pinball" whose story was recently featured on the Comedy Central television series *Drunk History*. Also attending are famed pinball and Metallica artist "[Dirty](#)" [Donny Gillies](#), gadget guru and modder extraordinaire [Ben Heck](#), and pinball designer [Charlie Emery](#).

'SKY SKIPPER' REVEAL

Sky Skipper, a previously unreleased arcade game by Nintendo, will be unveiled and available to play at the Southern-Fried Gameroom Expo. Originally developed in 1982 but never released to the public, the *Sky Skipper* arcade game has been resurrected by enthusiasts Whitney Roberts and Alex Cowley with support from Nintendo of America. With only four circuit boards known to exist, and using a dedicated original example from Nintendo's vault as a guide, the project team's efforts have spanned many hours and two continents to bring the vintage game to life and unveil it in front of video gaming fans at SFGE. (Saturday, June 10 @ 10:30 AM)

SOUTHERN-FRIED FILM FEST

For our 2017 show, we're partnering with our friends at [Y'allywood](#) to help us launch our very own film festival. The **Southern-Fried Film Festival** is a partnership between the Southern-Fried Gameroom Expo and the Y'allywood Film Festival, both founded and operated in Georgia. This year we're presenting southern filmmakers with the best films focused on themes of retro, sci-fi, gaming, pinball, and gameroom culture! We will be screening films and hosting Q&A's with filmmakers throughout the weekend's events at SFGE, and we will award cash prizes for winners of our feature length and short film categories!

The **Southern-Fried Gameroom Expo** will occupy over 50,000 square feet of space at the Atlanta Renaissance Waverly Hotel & Convention Center, a family-friendly hotel conveniently located off I-75 and I-285, attached to the Cobb Galleria and across from Cumberland Mall .

Admission to the **Southern-Fried Gameroom Expo** remains one of the best entertainment values of the summer. Buy your tickets in advance and save money – **a 3-Day Weekend Pass is just \$60 for adults and \$30 for kids (ages 6-12); kids age 5 and under get in free.**

Join us in Atlanta, June 9-11, at the **2017 Southern-Fried Gameroom Expo** and celebrate the resurgence of pinball and arcade gaming! Visit www.SouthernFriedGameroomExpo.com to [buy your tickets](#), [reserve your hotel room](#), [check out the latest list of featured games](#), and get all the details on the event schedule and special guests.

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