

## 5TH-ANNUAL SOUTHERN-FRIED GAMING EXPO LEVELS UP FOR MORE FAMILY-FRIENDLY GAMING

Atlanta's homegrown convention focused entirely on gaming, the [Southern-Fried Gaming Expo \(SFGE\)](#) will host its 5th-annual event June 8-10, 2018! The event, which has been profiled by FOX television, *Paste Magazine*, *Creative Loafing*, *KillScreen*, and even referenced by the *Wall Street Journal*, continues to grow and evolve. Whether attendees are drawn to the expanding tabletop gaming programming, the mainstay 250+ pinball and arcade games on free play, the live music, film festival, console gaming, competitive tournaments, or even live wrestling, there's truly something for everyone to enjoy.

The **Southern-Fried Gaming 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:

### **MAD MEN STAR & TABLETOP FANATIC - RICH SOMMER**

Tabletop fanatic and host of the popular *Cardboard!* podcast, [Rich Sommer](#) will be making his first trip to the Southern-Fried Gaming Expo. Although his love for gaming is well-documented, you may better recognize Rich from his role as Harry Crane on 92 episodes of the popular AMC drama *Mad Men* or recurring appearances on Netflix's *Glow*, *The Regular Show*, or *Wet Hot American Summer: Ten Years Later*. Rich will be speaking at two panels that will be immediately followed by meet and greet sessions.

### **VOICE OF MORTAL KOMBAT - STEVE RITCHIE**

The illustrious [Steve Ritchie](#) is a living legend in gaming! As a pinball designer, Mr. Ritchie has created some of the most popular and best-selling games of all time including *Firepower*, *High Speed*, *AC/DC*, and the recently released *Star Wars*. Steve joined Atari as one of their earliest employees in 1974 and over the course of his career has worked for Williams, Bally/Midway, and currently designs games for Stern Pinball. Mr. Ritchie's talents are not limited to pinball, however. Many gamers will recognize his voice as that of Shao Kahn ("FINISH HIM!") in the groundbreaking [Mortal Kombat video games](#). We're thrilled to welcome him for his first appearance at SFGE.

### **LIVE MUSIC & WRESTLING**

Since our first event in 2014, we've included live music, and this year is no different. Athens-based [Bit Brigade](#), and Wilmington-based [D&D Sluggers](#) have played stages at SXSW, MAGFest, and across the country, and now they'll be playing SFGE! Looking for more live events? [Atlanta Wrestling Entertainment](#) returns for the third year of high-flying, in-your-face sports entertainment on Friday and Saturday evenings.

### **PROJECT PINBALL CHILDREN'S CHARITY**

SFGE has already raised thousands of dollars for charitable organizations, and this year our silent auction will benefit [Project Pinball](#) who places pinball machines in childrens hospitals across the country to aid in recovery.

The **Southern-Fried Gameroom Expo** will occupy over 65,000 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 \$65 for adults and \$30 for kids (ages 6-12); kids age 5 and under get in free.**

Join us in Atlanta, June 8-10, at the **2018 Southern-Fried Gameroom Expo** and celebrate the resurgence of pinball and arcade gaming! Visit [www.SouthernFriedGameroomExpo.com](http://www.SouthernFriedGameroomExpo.com) to [buy your membership](#), [reserve your hotel room](#), [check out the latest list of featured games](#), and get all the details on the event schedule and special guests.

### **Media Contact:**

Preston Burt / Email: [info@southernfriedgameroomexpo.com](mailto:info@southernfriedgameroomexpo.com) / Ph: 404.514.2702

[Like us on Facebook](#) / [Follow us on Twitter](#)