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# Alpharetta to host the North American Roller Hockey Championships

*2018 East Coast Finals, Featuring 22 Divisions In 11 Days, July 11-22*

**Alpharetta, Ga.** – [The Cooler Alpharetta Family Skate Center](#) will host the North American Roller Hockey Championships (NARCh) from July 11-22, 2018.

After 20 years, NARCh is returning to Alpharetta, Ga. The tournament will bring roller hockey teams from all over the U.S. and even teams from the Cayman Islands to compete in 22 divisions. Teams range in age from the youngest division “6 & Under” and the oldest “40 & Older”. The winning team will be crowned the North American Roller Hockey East Coast champion.



“We are extremely excited to bring the North American Roller Hockey Championships back to The Cooler and City of Alpharetta,” said Daryn Goodwin, NARCh president. “We held the event here 20 years ago and it’s a tournament that’s still talked about. With the renovations at The Cooler and all of the development in Alpharetta over the last 20 years, I’m sure our players and families will have a great time!”

The tournament is projected to attract not only the players but parents and tournament officials alike. Over the 11-day tournament, the event will draw participants to Alpharetta’s 25 hotels, more than 200 restaurants, over 250 shops and endless entertainment options.

“We are excited to welcome the North American Roller Hockey Championship back to Alpharetta and The Cooler,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “A tournament of this nature in our destination creates a wonderful energy and provides visitors and residents a great opportunity to experience the action on such a competitive level. Alpharetta will be host to many visitors who will shop, dine, play and stay in our awesome community. We encourage the locals to come out and cheer on the teams during the 11-day event.”

Admission is free to the public and a full schedule of games can be found here: <https://ds-web-assets.s3.amazonaws.com/fbc8b65d-927d-4b2c-838b-65a128f318c4/f-25745095-45c4-4627-ab9e-a35ec531a129/2018ECFinalsBlock-.pdf>

Visitors can book their hotel and start planning a weekend packed with NARCh Championships as well as awesome Alpharetta events and activities. Special hotel rates for participants and attendees can be found at <https://www.awesomealpharetta.com/narch-2018-east-coast-finals/>.

### **About NARCh**

NARCh (North American Roller Hockey Championships) is the premier tournament series for competitive travel roller hockey. Started in 1994, NARCh is the largest *roller* hockey tournament in the world. In addition, the youth portion of the tournament has grown to become the largest youth indoor sporting event in the world. The annual division champions of NARCh are widely accepted as being the best roller hockey teams in the world.

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named “One of the South’s Friendliest Cities” by *Southern Living Magazine* and “One of the Best Places to Visit in Georgia” by Vacationidea.com, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit [awesomealpharetta.com](http://awesomealpharetta.com).

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