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Alpharetta Welcomes Triple Crown Southeast Nationals

Four-day girls fastpitch softball tournament at North Park, July 15 - 18

ALPHARETTA, GA - (June 24, 2021) – Over 100 girls fastpitch softball teams are heading to Alpharetta for four days of tournament play at The Triple Crown Southeast Nationals from July 15 – 18, 2021. The tournament will be held at multiple North Fulton sports facilities including Alpharetta’s North Park. Fastpitch club travel teams from throughout the country with top nationally ranked girls 14U, 16U and 18U will compete for the Southeast Nationals title over the four days.



Registered teams will be traveling to Alpharetta from a total of 14 states. The teams are coming as far as Kentucky, Pennsylvania, and Texas. The Tampa Mustangs from Myakka City, Fl. will also be attending the tournament this year and are the returning 18U Champion’s from last year. They are currently ranked the top 15 team in the country.

Tournament Itinerary

Thursday, July 15: Pool Play

Friday, July 16: Begin Bracket Play – Double Elimination Bracket Play

Saturday, July 17: Double Elimination Bracket Play

Sunday, July 18: Double Elimination Bracket Play and Championship Game

Spectators are welcome to cheer on the teams at North Park. North Park is located at 13450 Cogburn Road, Alpharetta, GA 30004. The tournament is free to attend.

The event is projected to attract not only the youth athletes but parents, coaches, and tournament officials to the city. It will draw participants to Alpharetta's hotels, restaurants, retailers and other tourism-related businesses.

"The Triple Crown Southeast Nationals is a massive softball tournament, and I am thrilled that they continue to return to Alpharetta for their event," said Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. "Players, their families, umpires and tournament officials will all be staying multiple nights in Alpharetta hotels and will also enjoy our shops, restaurants and entertainment venues which help perpetuate the success of those businesses as well. The tournament will have city-wide tourism impact over the four days they are playing and staying in Alpharetta."

Photos from previous Triple Crown Softball Tournaments can be found here:

https://www.dropbox.com/sh/ccu03o3z2it6omu/AACR6wbpYg90_U-15jYIMz8fa?dl=0

Visitors can start planning a weekend packed with Triple Crown Southeast Nationals tournament action as well as awesome Alpharetta events and activities. Travelers looking for accommodations can book their stay at one of Alpharetta's 29 modern and upscale hotels directly at <https://www.awesomealpharetta.com/stay/>.

About Triple Crown Sports

Triple Crown now manages roughly 200 youth events across the country in baseball, basketball, fastpitch, lacrosse and volleyball. The company is still family owned and employs nearly 60 full-time staff in its corporate headquarters in Fort Collins, Colorado. Triple Crown hires approximately 400 seasonal employees to facilitate the production of events each year and has individually owned franchises in territories across the U.S. www.triplecrownsports.com

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Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official Destination Marketing Organization for the city of Alpharetta, Ga. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta's 29 modern and upscale hotels directly at www.awesomealpharetta.com. Alpharetta was 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.

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