

— *awesome* —
ALPHARETTASM
CONVENTION & VISITORS BUREAU

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Triple Crown Softball Southeast Nationals Returns!

ALPHARETTA, GA - (June 20, 2022) – Over 100 girls fastpitch softball teams are heading to Alpharetta for four days of tournament play at The Triple Crown Southeast Nationals from July 14 – 17, 2022. 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-day tournament.

Registered teams will be traveling to Alpharetta from a total of 14 states. The teams are coming from as far as Colorado, Pennsylvania, Michigan, Maine and Indiana. Residents and visitors are welcomed to come as spectators and cheer on the teams. 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.



“Triple Crown Fastpitch feels it is a priority to run a premier tournament in Alpharetta every year, and we are thrilled to have an exciting event ready to go for 2022,” says Carrie Rivera, East Coast Fastpitch Director of Triple Crown Sports. “The skilled and customer-friendly staff with the Alpharetta Convention & Visitors Bureau, and the excellent Parks and Recreation divisions, are great to work with and deliver on every promise. We all take pride in providing our athletes, fans, coaches and umpires a wonderful experience.”

As the teams are getting into town Wednesday, July 13, Triple Crown Sports will be partnering with the Beautiful Lives Project for a Field of Dreams event. Individuals with disabilities will have the opportunity to join the AAU Softball players before the tournament on the field to learn softball fundamentals and run through drills. No prior experience is needed! The event will take place at Fowler Park in Cumming.

“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.”

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 30 modern and upscale hotels directly at <https://www.awesomealpharetta.com/stay/>.

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 30 modern and upscale hotels directly at www.awesomealpharetta.com. Alpharetta was recently named in the top 10 “One of the South’s Best Cities on the Rise 2022” by Southern Living Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com.

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