



Triple Crown Softball Southeast Nationals Returns to Alpharetta

ALPHARETTA, GA - (June 17, 2025) – Triple Crown Fastpitch stands at the forefront of elite fastpitch competition, hosting over 100 premier events nationwide. Since its founding in 1995, Triple Crown has served as a national hub where passionate athletes, dedicated coaches, and enthusiastic fans come together in the spirit of skill and teamwork.

Triple Crown Fastpitch serves as a launchpad for aspiring athletes looking to take their game to the collegiate level.

Over 100 teams are headed to Alpharetta for four days of tournament play at The Triple Crown Southeast Nationals from July 17 – 20, 2025. The tournament will be held at multiple sports facilities including North Park in Alpharetta. 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.

Southeast Nationals

Dates: July 17-20, 2025

Division: 14u, 16u & 18u

Format: 4 pool games to single-elimination bracket

Visitors are welcome to join the fun 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 upcoming tournament is expected to draw youth athletes, parents, coaches, and tournament officials to Alpharetta. The event will generate widespread economic impact across the city, with participants and spectators staying in local hotels and enjoying Alpharetta's dining, shopping, and entertainment scenes.

"Triple Crown Fastpitch prioritizes hosting a premier tournament in Alpharetta each year, and we're excited to bring our 10th year of Southeast Nationals back," said Scott Crawford, Fastpitch Event Director of Triple Crown Sports.



“The Triple Crown Southeast Nationals is a major softball event, and we are so excited to welcome it back to Alpharetta for its 10th year,” said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau. “With players, families, officials, and umpires staying in Alpharetta for several nights, the tournament will deliver meaningful tourism benefits to our hotels, shops, restaurants, and attractions. It’s a citywide win for our community and we’re honored to have them here!”

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

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Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South's Best Cities on the Rise 2024* by *Southern Living Magazine*. Adding to the acclaim, *The Local Palate* readers ranked Alpharetta among the Top 3 Culinary Towns in the South for 2024. Discover more and book your stay for an unforgettable getaway at [AwesomeAlpharetta.com](https://www.AwesomeAlpharetta.com).

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