



FOR IMMEDIATE RELEASE...

November 16, 2012

## SAY "HELLO 2013, GOODBYE 2012" AT THE 24<sup>th</sup> ANNUAL PEACH DROP

*Abbey Road LIVE! Brings Beatles Classics to the Southeast's Largest New Year's Eve Celebration!*

**WHAT:** Peach Drop 2013 - New Year's Eve Celebration  
**WHERE:** Underground Atlanta – Downtown Atlanta  
**WHEN:** Monday, Dec. 31, 2012 – Tuesday, Jan. 1, 2013  
**TIME:** 11 a.m. on Dec. 31 until 4 a.m.  
**COST:** FREE  
**INFO:** [www.peachdrop.com](http://www.peachdrop.com)

**ATLANTA** – Get ready to ring in 2013 at the 24<sup>th</sup> Annual Peach Drop, the largest New Year's Eve celebration in the southeast! More than 100,000 spectators watched the iconic 800lb peach make its decent as the clock struck midnight last January, and this year there's even more to love. People can head down to Underground Atlanta early for a day that will be jam-packed with activities leading up to the main event, including games for the kids, an area dedicated to sports lovers, dozens of talent musicians and Abbey Road LIVE! will be headlining the event, bringing some of the most iconic songs in music history to the stage.

Performing nationally since 2002, Abbey Road LIVE! is widely recognized as one the most exciting Beatles tribute bands around. Initially a tribute to the monumental "Abbey Road" album, the band has expanded its repertoire to include more than 100 Beatles tunes, from all eras of the Fab Four's career. Abbey Road LIVE! is not your typical Beatle look-alike act; this show is all about the MUSIC of The Beatles. Combining attention to detail with a creative exuberance, Abbey Road LIVE! always delights its audiences with its energetic take on Beatles classics. The addition of live horns and strings allows the band to recreate orchestrated epics such as "Penny Lane", "I Am The Walrus" and "All You Need Is Love".

Parents can head down early with the kids from 11 a.m. to 6 p.m., where there will be plenty of family fun. Upper Alabama Street will be filled with carnival-style rides, face painting, balloon artists and festival food. On Lower Alabama Street, the Budding Peach Stage\* will feature super stars in the making, aged 18 and under, hosted by DJ Dano.

Worried about missing the game? Die-hard sports fans can head on over to Kenny's Alley to watch the Chick-Fil-A Bowl live on the big screen! A stage in Kenny's Alley\* will also feature a lineup of talented musicians playing throughout the day, and the party-goers can celebrate into the wee hours of the morning. Kenny's Alley restaurants will be open late until 4 a.m., serving up food and beverage specials from open to close!

*Stay tuned for the Main Stage, Kenny's Alley Stage and Budding Peach Stage line-up\**

Photos of Peach Drop and Abbey Road LIVE! are available upon request.

The 24<sup>th</sup> Annual Peach Drop is a rain or shine event.

For the safety and enjoyment of Peach Drop, Underground Atlanta asks that the following items NOT be brought onto the property: Pets, bags, backpacks, coolers, picnic baskets, recording devices, roller blades, bikes, skateboards, lawn chairs, weapons and alcoholic beverages (alcoholic beverages can be purchased on the property by patrons 21 years of age and older). For answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2013, please visit [www.PeachDrop.com](http://www.PeachDrop.com) or follow us on Twitter @PeachDrop.

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