



FOR IMMEDIATE RELEASE...

December 14, 2010

UNDERGROUND ATLANTA'S PEACH DROP ANNOUNCES BUDDING PEACH STAGE LINE-UP!

Enjoy a Family-Friendly New Year's Eve of Peachy Proportions

WHAT: Peach Drop 2011 - New Year's Eve Countdown
WHO: An eclectic array of local and national performers on three stages
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Friday, December 31, 2010 – Saturday, January 1, 2011
TIME: 11:00am on the 31st until 4:00am on the 1st
COST: FREE

ATLANTA, GA: Ring in a new decade with thousands of your closest friends at Underground Atlanta's 22nd Annual Peach Drop! The Southeast's largest New Year's Eve Celebration, locals and visitors alike brave the cold to watch the famed giant peach make its 58-second descent from the top of the 138-foot tower of lights in an all-day, all-night, family-friendly celebration!

"There certainly isn't a shortage of New Year's Eve activities in our city," explains Underground Atlanta General Manager, William P. "Chick" Ciccaglione. "But many of these events are expensive and targeted towards young singles or couples. I believe Peach Drop has been so successful year after year because we are able to provide the community safe, free entertainment that is as perfect for families as it is for couples, singles and groups of friends of all ages."

Festivities begin at 11:00am with a moonwalk, basketball throw, face painting and balloon art on Upper Alabama Street as well as kid-friendly music on the Budding Peach Stage. And, new this year, enjoy exhilarating rides for young and old with Peachtree Rides' "Expo Wheel" (Ferris wheel), Bear Affair (spinning tea cups in Bear form) and more, for only \$3 a ride! Check out Atlanta's young talent as they impress "Peach patrons" getting in the New Year's Eve spirit early in the day*:

*As of December 13, 2010; schedule subject to change

11:00am – 1:00pm **Coastal Talent Kids**
11:00am *Natalie Scott Seman*
11:15am *Ryan Williams*
11:30am *Alyssa Payne*
12:00pm *Eamonn Vickless*
12:15pm *Karina Simonis*
12:30pm *Peyton Propst*
12:45pm *Tyreke Thompson*
1:00pm – 2:00pm **TraVerse**
2:00pm – 3:00pm **Clevetta**
3:00pm – 3:30pm **Craig Perkins**
3:30pm – 4:00pm **Brittney Jones**
4:00pm – 5:00pm **Ziggy the Rockstar**
5:00pm – 6:00pm **A'lise Holiday**

In addition to the Budding Peach Stage, enjoy the musical styling of locally and nationally-renowned acts on both the Kenny's Alley Stage and Main Stage, who will carry crowds into 2011, along with an explosion of confetti and fireworks at midnight! Those looking to keep the party going, can celebrate into the night, as the bars, restaurants and nightclubs of Kenny's Alley are open until 4:00am! Kenny's Alley Stage and Main Stage acts to be announced soon!

The 22nd Annual Peach Drop is a rain or shine event and is sponsored in part by AirTran Airways, Atlanta Convention and Visitors Bureau, Coca-Cola, Comfort Suites Atlanta Downtown, Cooper Atlanta Transportation Services, Nuvo, Peachtree Tents & Events, Sheraton Atlanta Hotel and The Sunday Paper.

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). Peach Drop 2011 is a rain or shine event. To find answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2011, please visit www.PeachDrop.com or follow us on Twitter @PeachDrop.

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