



For Immediate Release...

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## **LARGEST NEW YEAR'S EVE CELEBRATION IN SOUTHEAST KEEPS 'EM COMIN' BACK FOR MORE! 16<sup>TH</sup> ANNUAL PEACH DROP SYNDICATED IN 35+ MARKETS WHILE UNDERGROUND ATLANTA LAUNCHES NEW NIGHTLIFE**

**ATLANTA, GA:** More than 175,000 people resolved to see the Southeast's largest New Year's Eve celebration at Underground Atlanta's 16th Annual Peach Drop presented by AirTran Airways this year! Energy filled the air in downtown Atlanta as local and national musicians took the stage in eager anticipation of the dropping of the spectacular 800-pound peach. It was truly an unforgettable night as thousands of brightly lit fireworks illuminated the elegant downtown skyline and the crowd eagerly welcomed 2005! The party didn't stop there, crowds from across the country celebrated into the wee hours as Underground's brand new nightclubs and bars rang in 2005 as they opened for business!

"The Peach Drop is a Southern gem now syndicated in 35 markets," said Underground Atlanta General Manager William "Chick" Ciccaglione. "All of us at Underground are excited by its growth and appreciate the support of sponsors like AirTran to make this event happen." AirTran Airways' Director of Marketing Tad Hutcheson added, "AirTran Airways was pleased to sponsor the Peach Drop at Underground Atlanta again this year and we are thrilled with the amount it has grown and how it has become such a high profile New Year's Eve event."

The official celebration began at Noon Friday, December 31st with family activities hosted by Radio Disney including: basketball and baseball throws, a moonwalk, baby swings, face painting, games and prizes with giant inflatables speckled throughout.

Main stage entertainment began with Atlanta local rock band 7 Sharp 9, followed by the high-energy 8-piece jazz pop power players, Kingsized and the Bohemian-meets-pop sounds of Aslyn while The Grizzwalds and Dodd Ferrelle & The Tinfoil Stars played down in Kenny's Alley. As midnight drew closer, fans cheered and sang along with pop radio heavyweights Edwin McCain and Sister Hazel, co-headliners for the evening.

With the warmer-than-expected night air quickly filling with anticipation and excitement, Edwin McCain took the stage before an already massive crowd, which packed the surrounding Underground property and spilled over into the nearby streets closed for the festivities. Already pumped by the excited crowd, Ken Block, lead singer for indie rock favorites Sister Hazel, joined good friend McCain on stage to sing along to a few song favorites. Following McCain's performance, Block joined the rest of Sister Hazel to step up and lead the crowd into the final stretch of the countdown. While being broadcast live on Atlanta's WXIA-TV, the band performed songs from their new album as well as fan favorites from the past while the crowd happily sang along word for word.

Shortly before Midnight, Underground Atlanta Managing Partner Dan O'Leary pulled the switch to begin the descent of the Peach down its tower. "Pulling this switch [tonight] is a symbol of Underground turning over a new leaf with the new clubs. This marks an exciting phase in Underground's development," said O'Leary as the Peach descended.

As the clock struck Midnight, the gigantic peach finished its descent down the 138-foot tower and the sky erupted into a six-minute display of more than 2,000 fireworks, confetti, streamers and the sound of "Auld Lang Syne" led by Sister Hazel with a little help from friend and co-headliner Edwin McCain.

Midnight marked 2005 and the celebration just getting started as eight of the city's hottest new clubs opened their doors in Kenny's Alley. With the "pour till 4" and open container legislation unique to Underground Atlanta's property, patrons were able to enter and exit these new hotspots, drinks in hand, as they enjoyed live music along patios and balconies just outside of the clubs.

"We had shows every hour on the hour," said Charlie Brown of Charlie Brown's Cabaret. "It was packed and we were having a ball!"

With bubbles streaming steadily from the second floor onto the shoulder-to-shoulder crowds below, Kenny's Alley remained packed throughout the night. Dressed in festive New Year's Eve garb and noisemakers in hand, they moved from club to club, listened to live music on a second stage and watched national coverage of the countdown to 2005 on a giant television screen provided overhead. Even those who chose not to brave the crowd below had a great time watching the excitement as they filled the outdoor balconies and walkways that oversee the Alley from the second level.

For those who were unable to attend in person, this year's Peach Drop was syndicated in more than 35 markets across the Southeast. Markets included: Tampa-St. Petersburg, Raleigh-Durham, Mobile-Pensacola, Tri-Cities, TN-VA, Savannah, Baton Rouge, Tallahassee, Montgomery, Macon, Gainesville and Panama City to name a few. The 2004 Emmy award-winning production team of local Atlanta NBC affiliate, WXIA and Tupelo Honey Productions returned to produce yet another successful live broadcast.

Underground Atlanta would like to thank the following 2005 Peach Drop sponsors: AirTran Airways, WXIA NBC 11 Alive News, Coca-Cola, The Atlanta Journal-Constitution, Star 94 FM, Radio Disney, Sheraton Atlanta Hotel, and the Atlanta Convention & Visitors Bureau.

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