



## UNDERGROUND ATLANTA ANNOUNCES LINE-UP FOR 20<sup>th</sup> ANNUAL NEW YEAR'S EVE PEACH DROP CELEBRATION!

**WHAT:** 20<sup>th</sup> Annual Peach Drop - New Year's Eve Countdown  
**WHO:** Julianne Hough, Brantley Gilbert, Soul Stash, Heaven Davis and Collective Efforts  
**WHERE:** Underground Atlanta – Downtown Atlanta  
**WHEN:** Wednesday, December 31, 2008  
**TIME:** Noon until 4:00 am  
**COST:** Free

**ATLANTA, GA:** With New Year's Eve less than two weeks away, Underground Atlanta is thrilled to unveil the exciting line-up of musical talent for The 20<sup>th</sup> Annual Peach Drop New Year's Eve Celebration. The largest New Year's Eve party in the Southeast will be headlined by Mercury Nashville recording artist and two-time *Dancing With The Stars* champion Julianne Hough. Hosting this year's event are WXIA's Chief Meteorologist and regional Emmy award winner Paul Ossmann, and one of country music's brightest stars, singer-songwriter Rissi Palmer. The official Peach Drop roaming reporter will be comedian and on-air personality "Griff", who is sure to leave patrons smiling with his quick wit and contagious personality. Julianne Hough, having recently topped both the country and Top 200 charts with her self-titled album, as well as with the infectious debut single "That Song In My Head", will help Atlanta ring in 2009 along with performances throughout the evening by Collective Efforts, Heaven Davis, Soul Stash, Brantley Gilbert and more! Live music starts at noon and will continue into 2009!

Be it southern rock or hip-hop, the Peach Drop will have music for everyone as local Atlanta talent heats up the main stage, leading up to Julianne Hough's show stopping performance. The crowd will groove to the tunes of Collective Efforts and get their blues fix with Heaven Davis. The audience will delight in the smooth sounds of Soul Stash and jam to the familiar southern rock sounds of Brantley Gilbert. Peach Drop's three stages are sure to offer extraordinary entertainment to ring in the New Year!

### Main Stage Schedule

**6 PM** Collective Efforts  
**7:15 PM** Heaven Davis  
**8:30 PM** Soul Stash  
**9:45 PM** Brantley Gilbert  
**11:30 PM** Julianne Hough

### Kenny's Alley Stage Schedule

**Noon** Andrew Black  
**1 PM** The Redheads  
**2 PM** James Castro  
**3 PM** Atlanta School of Rock  
**4 PM** The Drownout  
**5 PM** The Squirrelheads  
**6 PM** Nic Cowan  
**8 PM** Blue Flashing Light  
**9:30 PM** Tyler Reeve  
**11:15 PM** Dishwater Blonde

### Budding Peach Stage Schedule

**Noon** Brandon McGuiness  
**1 PM** Priscilla Sapp  
**2 PM** Jordan Humphrey  
**3 PM** Samantha Bailey Crews  
**4 PM** Alise Holliday  
**5 PM** Az1

\*Line-up subject to change as of 12/23/2008\*

The 20<sup>th</sup> Annual Peach Drop is a rain or shine event and is sponsored in part by 94.9 The Bull, the Atlanta Convention & Visitors Bureau, Cooper Atlanta Transportation, Crown Imports, my ATL TV, Sheraton Atlanta Hotel, The Sunday Paper and United Distributors.

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).

Please visit the newly designed [www.PeachDrop.com](http://www.PeachDrop.com) to find answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2009!

### **About Underground Atlanta:**

Conveniently located near the Georgia State Capitol, Georgia Aquarium, World of Coca-Cola, and the Martin Luther King Jr. History Center, Underground Atlanta is a great place to start the day visiting downtown's attractions and events. Located in the heart of the city, Underground offers a wide variety of shops, restaurants and activities for everyone to enjoy. Explore six blocks, twelve acres and three levels and 225,000 ft. of shopping, restaurants and entertainment, as well as the restaurants and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit [www.PeachDrop.com](http://www.PeachDrop.com) for more information or call Underground Atlanta at 404-523-2311.

For More Information (Media only):

Tara Murphy/Ashley Hesseltine – 360 Media, Inc. – 404.577.8686 or [info@360media.net](mailto:info@360media.net)