



Travel Alert...

December 9, 2008

Let The Countdown Begin...

Ring in 2009 at the largest party in the Southeast: the 20th Annual Peach Drop Celebration

WHAT: 20th Annual Peach Drop - New Year's Eve Countdown
WHERE: Underground Atlanta
50 Upper Alabama Street SW
Atlanta, GA 30303
WHEN: Wednesday, December 31, 2008
TIME: Noon until 4:00 a.m.
COST: FREE

ATLANTA, GA: With 2008 rapidly drawing to a close, there is no better way to commemorate the New Year than at the 20th Annual Peach Drop New Year's Eve Celebration. Join country singer and *Dancing with the Stars* sensation Julianne Hough (pronounced "Huff") and other local talent as they ring in the New Year at the largest New Year's Eve party in the Southeast.

With many hotels located within walking distance to the Peach Drop and other Downtown Atlanta attractions, making your New Year's Eve plans is easier than ever. Visit www.PeachDrop.com to view a list of nearby hotels, including Peach Drop sponsor [Sheraton Atlanta Hotel](#). Thousands will descend upon Underground Atlanta to watch the world famous 800-lb peach make its 138 foot drop. Spectacular fireworks will light up the sky and revelers will be showered with confetti at the stroke of midnight as the giant peach brings in the New Year.

Broadcast live in more than 50 markets throughout the country, the 20th Annual Peach Drop celebration will kick off its 16-hour celebration with fun and family friendly festivities at noon on Wednesday, December 31st. Live music on the Budding Peach Stage, face painting, prizes, games and more make Atlanta's own Peach Drop a great New Year's destination for the entire family.

Unable to attend the 20th Annual Peach Drop New Year's Eve Celebration? Check your local listings and watch the Peach Drop live. The 20th Annual Peach Drop is sponsored in part by 94.9 The Bull, the Atlanta Convention & Visitors Bureau, Cooper Atlanta Transportation, my ATL TV, 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).

Please visit the newly designed 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 for more information or call Underground Atlanta at 404-523-2311.

For More Information (Media only):

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