



For Immediate Release...

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JULIANNE HOUGH ROCKED, ROLLED AND RANG IN 2009 WITH FIREWORKS, CONFETTI AND ATLANTA'S ICONIC PEACH!

THE SOUTHEAST'S LARGEST NEW YEAR'S CELEBRATION CONTINUES TO BE A CROWD PLEASER

ATLANTA – WELCOME TO 2009, ATLANTA! The 20th **Annual Peach Drop at Underground Atlanta** went off with a bang as chart-topper **Julianne Hough** rocked the stage and entertained an astounding 175,000 with her explosive set. With the 138 ft lowering of the traditional 800-pound peach, onlookers basked in the illumination of its blinding wattage. Confetti, champagne toasts, noise-makers, kissing couples, and firework displays culminated to make the "3, 2, 1..." countdown to 2009 one spectacular event.

Underground Atlanta played host to holiday festivities well before the countdown. The 16-hr extravaganza launched at noon with activities such as kids' games and face painting for the entire family. As night fell and anticipation built, a wide variety of musical acts took stage starting with **Collective Efforts** at 6pm. Adrenaline-filled performances by artists **Heaven Davis**, **Soul Stash**, **Brantley Gilbert** followed suit. **WXIA's Paul Ossmann**, comedian "**Griff**" and country music star **Rissi Palmer** served as hosts throughout the evening, providing light-hearted commentary and humor.

"After 20 consecutive years of this event, the Peach Drop still manages to get bigger and better," said Underground Atlanta General Manager William P. "Chick" Ciccaglione. "Julianne Hough's electrifying performance certainly made this year's celebration one of the most memorable."

Coverage of this year's Peach Drop celebration was broadcast to over 190 stations in addition to local outlets and syndicated in more than 50 markets across the country. As momentum is gained and success is secured with each passing year, Atlanta's Peach Drop has certainly earned its title as the largest New Year's Eve celebration in the Southeast.

As 2008 drew to a close, another year and another party began. Crowds toasted to the New Year and descended in droves upon Underground's myriad of clubs and restaurants. Home to some of Atlanta's premier nightspots, Kenny's Alley kept doors open for revelers who wished to prolong the celebration until the wee hours of Thursday morning.

Underground Atlanta would like to thank this year's Peach Drop sponsors: 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.

About Underground Atlanta

Conveniently located near the Georgia State Capitol, 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 city blocks, twelve acres and three levels and 225,000 sq. ft. of shopping, restaurants and entertainment, as well as the newly opened and successful, eight restaurants and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit www.underground-atlanta.com or www.peachdrop.com for more information or call Underground Atlanta at 404-523-2311.

Photos available upon request.

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