



For Immediate Release...

December 23, 2009

Peach Drop 2010 Talent Line-up Announced!

Morris Day and the Time Will Headline and Wow the Crowd into 2010

WHAT: Peach Drop 2010 - New Year's Eve Countdown
WHO: Morris Day & the Time, The WannaBeatles, Sun Domingo, Ben Deignan, Stellate & More!
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Thursday, December 31, 2009 – January 1, 2010
TIME: Noon on the 31st until 4 a.m. on the 1st
COST: FREE

ATLANTA, GA: With New Year's Eve less than three weeks away, Underground Atlanta is thrilled to announce the exciting line-up of musical talent for The 21th Annual Peach Drop New Year's Eve Celebration. The largest New Year's Eve party in the Southeast will be headlined by celebrated recording artist and high-energy performer Morris Day and the Time. Day's classic old-school sounds with new music and talented new band members will get the energy going and the crowd singing and dancing along as they ring in the New Year. And, before Morris Day and the Time hit the stage, the crowd will rock out to the sounds of local favorites, Stellate and Ben Deignan, and the incredible Beatles cover band from Nashville, The WannaBeatles.

So, whether your taste lies in the melodies of smooth crooner Ben Deignan or the punk-meets-pop sounds of Stellate, the main stage will have something for everyone. And, aside from the main stage, action will be happening in Kenny's Alley all day and night, with local musical acts playing from noon until midnight and the bars and clubs staying open until 4 a.m.! The Chick-Fil-A Bowl will be shown on the big screen and the newest Kenny's Alley addition, Scores Sports Bar & Restaurant, will be open for the festivities.

If jumping around in front of the stage isn't enough for you, there will be large inflatables set up all day in Lower Fountain's Plaza, and a bungee experience for you thrill-seekers on Upper Alabama Street. Vendors will be set up during the day, as well, providing your New Year's Eve "accessories" (hats, horns, etc.), and food.

Atlanta's future stars will also be performing throughout the day on the Budding Peach Stage, located on Lower Alabama Street at Underground Atlanta. Be sure to check out the impressive young talent as 2009 comes to an end.

Main Stage Schedule

6 PM Stellate
7:15 PM Ben Deignan
8:30 PM Sun Domingo
9:45 PM The WannaBeatles
11:15 PM Morris Day and the Time

Kenny's Alley

11:45 AM Hanna Thomas
1:00 PM Marshall Ruffin
2:30 PM The Apostles
4:00 PM Akia and CosmicSol
5:30 PM Zoe Myers
6:00 PM Holla Front
7 PM The 54
8:15 PM Slip Tripman
9:30 PM The Soulphonics and Ruby Velle
11:30 PM The Regulars Band

Budding Peach Stage Schedule

Noon Stephanie Schecter
1 PM Coastal Talent Showcase
2 PM Taylor Reid
3 PM Joy Brooker
4 PM AZ1
5 PM A'lise Holiday

The 21th Annual Peach Drop is a rain or shine event and is sponsored in part by AirTran Airways, Atlanta Convention and Visitors Bureau, Cooper Atlanta Transportation Services, Corona Extra and Corona Light, The Sunday Paper and Ticket Alternative.

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 www.PeachDrop.com to find answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2010!

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