



FOR IMMEDIATE RELEASE...

November 30, 2011

LEGENDARY ROCK GROUP KANSAS TO HEADLINE 23RD ANNUAL PEACH DROP

Countdown to 2012 at the Southeast's Largest New Year's Eve Celebration!

WHAT: Peach Drop 2012 - New Year's Eve Celebration
WHO: Kansas
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Saturday, December 31, 2011 – Sunday, January 1, 2012
TIME: 11am on the 31st until 3am on the 1st
COST: FREE
INFO: www.peachdrop.com

ATLANTA, GA – Rock on Atlanta, into the New Year that is! **Kansas**, the legendary band responsible for some of classic rock's most instantly recognizable songs, including "Carry On Wayward Son" and "Dust in the Wind", has just been announced as the headliner for Peach Drop 2012, the largest New Year's Eve celebration in the Southeast! Whether it's a family tradition or a night out on the town with friends, for almost a quarter of a century thousands of people every year have counted down to the clock striking midnight on New Year's Eve with the decent of the iconic 800 pound Peach. Jam packed with festivities and melodies that have remained popular through several generations, there is a beat for everyone's drum this year!

After more than three decades and three sextuple-Platinum albums (*Leftoverture*, *Point of Know Return*, *Best of*), Kansas' tunes have stood the test of time and continue to be discovered by new fans with the help of movies, TV shows and video games that feature their music, including *Anchorman: The Legend of Ron Burgundy*, *Family Guy*, *Happy Gilmore*, *Old School*, and video game series *Guitar Hero* and *Rock Band*.

From 11am to 6pm parents can find plenty of fun for the kids too, including carnival-style rides, face painting, balloon artists and photos with exotic birds. Die-hard sports fans? Not to worry, head on over to Kenny's Alley to watch the Chick-Fil-A Bowl live on the Kenny's Alley Big Screen then party until 3am! Of course, there will be live music all day on multiple stages including:

Budding Peach Stage

11:00am Isaiah Hill
12:00pm Alley Sweatmon
12:40pm Jharee
1:00pm Tyreke
2:00pm Clevetta
3:00pm Melodic 3.0
4:00pm Veedo the Singer
5:00pm Agape Love

Kenny's Alley

11:00am The Frame
12:00pm Frets on Fire
1:00pm Trina Mashell
2:00pm JWhite
3:00pm Virginia Runnin'
4:00pm Georgia Power Trio
5:00pm Act Thrirt33n
6:00pm 10StepsBack
7:00pm Best Friends
8:00pm STACE
9:00pm Eryn Woods
10:00pm Norwood
10:45pm Typical Friday Night
11:30pm Generation NOW!

*Stay tuned for the main stage line-up**

The 23rd Annual Peach Drop is a rain or shine event and is sponsored in part by Journey 97-9, 99X, Q100, Rock 100.5, Kicks 101.5, 106.7 Atlanta's Greatest Hits, Atlanta Convention and Visitors Bureau, Atlanta Hawks, Budweiser, Christmas on Peachtree, Comfort Suites, Cooper Atlanta Transportation Services, Creative Loafing, Holiday Inn, Marta, Morton's, MVO Marketing, Oxygen Financial, Peachtree Tents & Events, Rock Solid Entertainment, 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). For answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2012, please visit www.PeachDrop.com or follow us on Twitter @PeachDrop.

For More Information (Media only): Tara Murphy | Meghan Smith – 360 Media, Inc. – 404.577.8686 or info@360media.net

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