



FOR IMMEDIATE RELEASE...
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**PERFECT WEATHER DRAWS MORE THAN 100,000 ATTENDEES TO
23RD ANNUAL PEACH DROP**
*2012 Arrived In Festive Style With Confetti, Fireworks and Kansas at Underground
Atlanta*



*Crowds filled the streets of Underground Atlanta to ring in 2012 at the 23rd Annual Peach Drop.
Photo credit – John Ramspott*

ATLANTA – With warm weather and a full day of festivities, Underground Atlanta was buzzing all day long this New Year's Eve for the 23rd Annual Peach Drop, where attendees gathered for kid's activities, including carnival rides and a special "Budding Peach Drop" for the little ones, festival food and live music on multiple stages! Singer-songwriter **Jimi Cravity** and new grit band of misfits **The Whiskey Gentry** revved up the crowd with high-energy performances while the legendary group **Kansas** rocked Atlanta into 2012. As the 800lb peach made its 138 foot decent from the tower at Underground Atlanta, confetti and fireworks lit up the midnight sky above a crowd of more than 100,000* attendees celebrating the beginning of the New Year.

This year's Peach Drop New Year's Eve celebration has received recognition by national media outlets such as Associated Press, CBS Early Show, Fox News, Huffington Post, USA Today and more.

The 23rd Annual Peach Drop was 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, Bud Light, Budweiser, Christmas on Peachtree, Clash Graphics, Comfort Suites, Cooper Atlanta Transportation Services, Cheerwine, Creative Loafing, D. Geller & Son, Entertainment Design Group, Holiday Inn, MARTA, Morton's, MVO Marketing, Oxygen Financial, Premier Events, Peachtree Tents & Events, Rock Solid Entertainment, and Ticket Alternative.

For more information about Peach Drop 2012, please visit www.PeachDrop.com or follow us on Twitter @PeachDrop.

*The exact final attendance number for this year's event is being calculated. Photos Available Upon Request.

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