



FOR IMMEDIATE RELEASE...

December 21, 2012

PEACH DROP 2013 HIGHLIGHTS GEORGIA'S BEST TALENT & LOCAL FLAVORS

More Details About The Southeast's Largest New Year's Eve Celebration!

WHAT: Peach Drop 2013 - New Year's Eve Celebration
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Monday, Dec. 31, 2012 – Tuesday, Jan. 1, 2013
TIME: 11 a.m. on Dec. 31 until 4 a.m.
COST: FREE
INFO: www.peachdrop.com

ATLANTA – More than 1,000 bands from across the globe submitted their information for a chance to play Peach Drop 2013 at Underground Atlanta and, with so much talent located in the Peach state, we're happy to announce that the 31 bands selected are ALL from Georgia! Live music begins at 11 a.m., with Abbey Road LIVE! performing some of music's most well-known songs into the wee hours of the New Year. The home-grown lineup also includes:

Budding Peach Stage: Lower Alabama Street

**Artists aged 18 & under, hosted by DJ Dano*

11:00 a.m. David Militello
 11:20 a.m. Dynamic Expression-Mimes
 11:30 a.m. Shameik Moore
 12:00 p.m. Khamary
 12:30 p.m. Amor Kismet
 2:00 p.m. Sydney Rhame
 2:30 p.m. OEOE
 3:00 p.m. Lindsay Harper
 4:00 p.m. Meagan Sharp
 5:00 p.m. Jordan Grassi
 5:30 p.m. Riley Biederer

Kenny's Alley Stage: Kenny's Alley

11:00 a.m. Twin City
 12:00 p.m. The Paper Arcadia
 1:00 p.m. Kick The Robot
 2:00 p.m. Lyrical AJ

Kenny's Alley Stage continued:

3:00 p.m. Truett Lollis Trio
 4:00 p.m. Nine Times Blue
 5:00 p.m. Wesley Cook
 6:00 p.m. Prohaize
 7:00 p.m. Prairie State Heartache
 8:00 p.m. Almost Legendary
 9:00 p.m. The Silver Comet
 10:00 p.m. Judah
 10:45 p.m. TBA
 11:30 p.m. Stereotype

Main Stage: Upper Alabama Street

**Hosted by DJ World Famous G-MACK*

6:00 p.m. Noah Pine
 7:00 p.m. TBA
 8:00 p.m. Seven Handle Circus
 9:30 p.m. TBA
 11:15 p.m. Abbey Road LIVE!

Fun fact: Applications from artists and bands were received from Ireland, Indonesia, Israel, Australia, New Zealand, Spain, Mexico, Peru, South Africa and the United Kingdom, and in the U.S. as far away as California.

More than 100,000 spectators are expected to be at Underground Atlanta for the decent of the iconic 800lb peach at midnight, and people are encouraged to head down early for a day that will be jam-packed with activities leading up to the main event. Parents can find carnival rides for the kids, Atlanta Hawks Flight Crew and the PAC-MAN Play arcade for the little ones; PAC-MAN will also make an appearance at midnight to help pull the switch to drop the infamous Peach. While sports lovers can watch the Chick-Fil-A Bowl in a dedicated viewing area in Kenny's Alley. Keeping with the local theme, Georgia Peach will feature a special New Year's Eve menu that includes the restaurant's signature Georgia Peach Salad with Grilled Shrimp, Grilled Shrimp and Peaches, Peach Bread Pudding and Sweet Potato Eggrolls.

Photos of Peach Drop and artists are available upon request.

The 24th Annual Peach Drop is a rain or shine event. 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 2013, 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