



For Immediate Release

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PEACH DROP 2015 – ATLANTA’S FAVORITE WAY TO RING IN THE NEW YEAR
Save the Date for the Southeast’s Largest New Year’s Eve Celebration

WHAT: Peach Drop 2015 – New Year’s Eve Celebration
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Wednesday, December 31, 2014 – Thursday, January 1, 2015
TIME: 11 a.m. on the 31st until 4 a.m. on the 1st
COST: FREE
INFO: www.peachdrop.com

ATLANTA — Start 2015 off right at the Southeast’s largest New Year’s Eve gathering. With an expected 175,000 patrons to crowd the streets around Underground Atlanta, the 26th Annual Peach Drop New Year’s Eve Celebration is one you won’t want to miss! Since its inaugural year in 1989, the Peach Drop still proves to be a favorite Atlanta tradition and a nationally recognized New Year’s Eve staple. As day turns into night, Downtown Atlanta will fill with the sights and sounds of those ready to ring in the New Year. When the countdown begins, the 800-pound peach will descend from its 138-foot tower of lights to its resting place, where confetti will shower over attendees and dazzling fireworks will light the sky and mark the beginning of 2015.

“Underground Atlanta is proud to host the 26th Annual Peach Drop on New Year’s,” said Michelle Lawrence, Director of Marketing for Underground Atlanta. “Peach Drop is one of the many events that Underground Atlanta hosts throughout the year, and has grown tremendously over the past 26 years. An all day, all night celebration, spanning 16 hours, Peach Drop certainly lives up to its name, the Southeast’s largest New Year’s Eve celebration.”

Peach Drop will be yet another day and evening of top-notch entertainment for all ages. You’ll want to head into Atlanta early as there will be plenty to do. From carnival rides and games, to a PAC-MAN PLAY Arcade, face painting and balloon artists, the day will be packed with activities for the whole family. Underground Atlanta restaurants and shops will be open for adults to enjoy and treat themselves to a much deserved indulging evening. As the sun sets, the party will begin to heat up leading to the Peach Drop at Midnight, and will go on until 4 a.m. in Kenny’s Alley.

In year’s past, the Peach Drop has been host to performances by a variety of well-known artists such as Miranda Lambert, Lonestar, Lady Antebellum, Kansas, Brantley Gilbert, Sister Hazel, and Little Richard. This year’s performances will light up the night in anticipation of the countdown to the peach’s descent and the New Year. The 2014 Peach Drop was sponsored by M&M’s Peanut, headlined by Janelle Monáe and emceed by “Anchorman 2” comedian David Koechner, and was truly a star-studded event. The 2015 line-up will be announced soon, with performances taking place on three stages throughout the day and evening.

For artists or bands interested in performing at the 2015 Peach Drop, there are still a few spots remaining in the line-up. To be considered, performers must submit an application before the October 15 deadline. To fill out and submit an application visit: www.sonicbids.com/find-gigs/play-underground-atlanta-peach-drop-celebration-2015 or www.reverbnation.com/submission/details?campaign_id=4103.

For answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2015, please visit www.PeachDrop.com or follow us on Twitter [@PeachDrop](https://twitter.com/PeachDrop).

About Underground Atlanta: Located in the heart of the downtown, Underground Atlanta is one of the city’s favorite attractions and a cultural hub. Opened in 1969 as a “city beneath the streets,” Underground Atlanta still exhibits many of the significant architectural features from its original structure. Visitors can pick up a self-guided History tour brochure at the information booth and discover the history firsthand. Explore six city blocks, 12 acres and three levels of 225,000 square feet of shopping, restaurants and entertainment at Underground Atlanta, a destination with more than 100 years of history. Visit on Wednesdays at lunchtime for a selection of Atlanta’s most delicious food trucks lining the street. Underground Atlanta offers a year-round calendar of cultural, entertainment, community and family programming with its signature events being Peach Drop on New Year’s Eve and Heritage Cultural Arts Festival in July. For more information, visit www.underground-atlanta.com or call 404-523-2311.

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