

For Immediate Release...



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## **THIS NEW YEAR'S DON'T MISS A PEACHY PARTY WITH A COUNTRY TWIST AT UNDERGROUND ATLANTA'S PEACH DROP 2008!**

*THE ONLY PLACE TO BE FOR NEW YEAR'S WITH COUNTRY MUSIC SUPERSTAR **MIRANDA LAMBERT!***

**WHAT:** 19<sup>th</sup> Annual Peach Drop - New Year's Eve Countdown  
**WHO:** Country Superstar -- **Miranda Lambert**  
**WHERE:** Underground Atlanta – Downtown Atlanta  
**WHEN:** Monday, December 31, 2007  
**TIME:** Noon until 4:00 am  
**COST:** Free

**ATLANTA, GA:** The giant peach is back and ready for the countdown to 2008! Ring in the New Year at the **19<sup>th</sup> Annual Peach Drop** at Underground Atlanta with country superstar **Miranda Lambert** and Atlanta's own 800 lb. peach! Peach Drop is the largest New Year's Eve Countdown celebration in the entire southeast and this year's celebration is set to be the best one yet!

This year's exciting headliner and Grammy nominee, Miranda Lambert, will sing the crowd into the New Year with her bold and upbeat country hits. The Texas native exploded onto the country music scene after being a contestant on *The Nashville Star* series. Since the show, Lambert has debuted two number one albums with more than 1,000,000 CDs sold, an earned an Academy of Country Music Award for "Top New Female Vocalist." She continues to produce a number of hits such as "Kerosene," "Me and Charlie Talking" and her current single "Famous In A Small Town." Lambert's performance promises to make this year's Peach Drop an unforgettable event that you won't want to miss!

"The Peach Drop celebration is an exceptional event and Atlanta's biggest tradition," said Underground Atlanta General Manager, William P. "Chick" Ciccaglione. "Underground Atlanta is thrilled to host another exciting New Year's party for the people of Atlanta and all of our city's guests."

Also looking forward to another exciting evening of New Year's activities, event sponsor AirTran Airways, who is returning to sponsor the event for the fifth year in a row.

"For the past four years, we have been thrilled to partner with Underground Atlanta to welcome the New Year through this remarkable event - and our fifth year is no exception," said Tad Hutcherson, vice president of marketing and sales for AirTran Airways. "We are proud to take part in one of the Southeast's most renowned events and look forward to ringing in another fruitful year in Georgia with country star Miranda Lambert."

Last year, tens of thousands of people came to help countdown the descent of the gigantic peach and the arrival of 2007. The 65 second peach drop culminates in a spectacular fireworks display and an explosion of vibrantly colored confetti raining down on the crowd. Kenny's Alley will be alive with activity as everyone pours into the many restaurants, bars and nightclubs, all open until 4 am to welcome in the New Year.

The festivities will kick off at 12 noon with family friendly activities throughout the day including, face painting, basketball throw, moon walk and balloon art on Upper Alabama Street. The party will continue well into the morning hours with various live performances on multiple stages at one of the many bars and nightclubs in Kenny's Alley.

The 2008 Peach Drop at Underground Atlanta will be presented by AirTran Airways and sponsored by Georgia Department of Economic Development, Atlanta Convention & Visitors Bureau, EAGLE 106.7, KICKS 101.5, 11 Alive (WXIA), MyAtlTV (WATL), Party City of Atlanta, Sheraton Hotel Atlanta, and The New York Times.

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.)

### **About Underground Atlanta:**

Conveniently located near the Georgia Aquarium, Georgia State Capitol, World of Coca-Cola, and the Martin Luther King Jr. History Center, Underground Atlanta is a great place to start the day visiting downtown's attractions and events. Located in the heart of the city, Underground offers a wide variety of shops, restaurants and activities for everyone to enjoy. Explore six blocks, twelve acres, three levels and 225,000 ft. of shopping, restaurants, entertainment and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit [www.peachdrop.com](http://www.peachdrop.com) for more information or call Underground Atlanta at 404-523-2311.

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