



For Immediate Release

December 29, 2014

LUDACRIS AND SUGAR RAY WILL TAKE THE STAGE TO RING IN THE NEW YEAR AT THE 26TH ANNUAL PEACH DROP

Enjoy Day Filled with Family Fun and Live Performances at Largest New Year's Eve Celebration in the Southeast

ATLANTA – Underground Atlanta is thrilled to announce Atlanta’s own Ludacris will headline the 26th Annual Peach Drop on New Year’s Eve. Alternative rockers, Sugar Ray, will join in the festivities, opening for Ludacris. Beginning at 11a.m. on Wednesday, December 31, Peach Drop will feature 16 consecutive hours of activities and entertainment, including live performances throughout the day and into the night. In one of the South’s most beloved traditions, the evening will culminate with the dropping of an 800-pound illuminated peach as the clock strikes midnight, millions of pieces of confetti raining down, and fireworks lighting up the New Year.

With unrivaled lyrical prowess, dynamic performances and timeless hits, Ludacris has been solidified as one of the industry’s best entertainers. In addition to his non-stop musical efforts, he has opened several Atlanta restaurants, launched a successful acting career, landed in the Top 10 of Billboard’s Hot 100 several times, and earned numerous awards and honors including: a Screen Actors Guild Award, Critic’s Choice Award and three Grammy Awards. Well-known for his celebrity collaborations, including 50 Cent, Mariah Carey, Busta Rhymes and Eminem, Luda is sure to ring in 2015 with quite a show. One of the most important titles Ludacris wears is that of philanthropist. Through The Ludacris Foundation, he has been helping youth help themselves since 2001. The Foundation has invested more than 10,000 hours in devoted service to youth across the nation and its Leadership and Education, LudaCares, Living Healthy and Going Green programs have impacted tens of thousands of lives.

Southern California-based band, Sugar Ray will open for Ludacris with an energy packed performance. Having created music for over two decades, this band of brothers has a signature sound mixed and matched with disco, punk and pure pop tunes and has seen numerous songs rule over the Top 10 which remain fan favorites.

Throughout the day, Underground Atlanta will be filled with carnival-style rides, live music on three stages, shopping, dining and the always exciting PACMAN PLAY Arcade. The party will continue in Kenny’s Alley until 4 a.m.! Packed full of excitement, the Peach Drop is Atlanta’s favorite way of ringing in the New Year!

Entertainment Schedule

**as of 12/26/14*

Main Stage: Upper Alabama St.

Kenny’s Alley Stage: Kenny’s Alley

Budding Peach Stage: Lower Alabama St.
Artists age 18 and under

5:30 p.m.	Emcee/DJ World Famous G-MACK	11:00 a.m.	The Instructors	11:00 a.m.	Abbey & Dudley
6:00 p.m.	Symphony Crack Orchestra	12:00 p.m.	Solution	12:00 p.m.	King Roscoe
7:15 p.m.	Radiolucent	1:00 p.m.	Courtney Dickerson	1:00 p.m.	Copper River
8:45 p.m.	All The Locals	2:00 p.m.	Megan Fowler	1:30 p.m.	Sarah Mootz
10:00 p.m.	Sugar Ray	3:00 p.m.	Homegrown Band	2:00 p.m.	Madisyn Elise
11:30 p.m.	Ludacris	4:00 p.m.	Dapper Slap	2:30 p.m.	Harrison Lewis
		5:30 p.m.	vanceFITE	3:00 p.m.	Asia Nicole
		7:00 p.m.	Elements of Style	3:30 p.m.	Hadiya
		8:30 p.m.	The Remedy	4:00 p.m.	Sophia Grayce
		10:00 p.m.	Grand Prize Winners From Last Year	5:00 p.m.	Lexi Noel
		11:30 p.m.	KontraBand Muzik		

Partners and sponsors of the 26th Annual Peach Drop include: Atlanta Convention & Visitors Bureau, Blue Moon Peach, Central Atlanta Progress, City of Atlanta, Fairfield Inn & Suites, Grady Event EMS, MARTA, MVO Marketing, Olympus Worldwide Chauffeur Services, Onli Beverages, Peachtree Tents & Events, The Ludacris Foundation, Premier Events, Rock Solid Entertainment, Sheraton Atlanta Hotel and The WOW Agency.

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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