



FOR IMMEDIATE RELEASE...

December 22, 2010

TITO JACKSON OF THE JACKSON 5 TO HEADLINE 22ND ANNUAL PEACH DROP

Just say "I'll be There" for an Energetic New Year's Eve Countdown

WHAT: Peach Drop 2011 - New Year's Eve Celebration
WHO: Tito Jackson
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Friday, December 31, 2010 – Saturday, January 1, 2011
TIME: 11am on the 31st until 4am on the 1st
COST: FREE
INFO: www.peachdrop.com

ATLANTA, GA: Underground Atlanta is thrilled to announce the exciting line-up of musical talent, including headliner and Rock & Roll Hall of Famer Tito Jackson, for the 22nd Annual Peach Drop New Year's Eve Celebration. Jackson and his spectacular band will electrify audiences with the soulful harmonies of the Jackson 5, Motown's greatest discovery. Jackson will also perform two songs from his highly anticipated first solo album titled "So Far, So Good," which will make its worldwide debut in February, 2011. At this very special event, Jackson will be ringing in the New Year with his mother, Mrs. Katherine Jackson, and a host of Jackson family members in attendance for this, the US kick-off of his "World Unity Tour 2011." Mayor Kasim Reed will also join Jackson on stage to count down the final minutes of 2010 and watch the famed giant peach descend into the night.

Before Jackson hits the stage, experience the modern rock, arena-sized sounds of UltraDrive, performing their special "Alternative Nation" set, as well as the "next best thing to Journey" with Separate Ways, a Journey Tribute. Both bands will surely satisfy the musical tastes of everyone in the crowd. In addition to the main stage performers, make sure to check out the local talent on Kenny's Alley stage, playing from 11am on into the night as well as the up-and-coming performers on the Budding Peach Stage, also starting at 11am.

For the young – and young at heart – enjoy many complimentary, family-friendly activities, face painting and fun surprises all starting at 11am. Peachtree Rides will be adding to the party mix at Noon with carnival-esque rides, like the Expo Wheel (Ferris wheel) and Bear Affair (spinning tea cups) for only \$3 per each ride!

After the clock strikes midnight and fireworks and confetti light up the sky, the party will continue at the bars and clubs in Kenny's Alley, including the recently opened Georgia Peach Restaurant & Lounge, Footprints Jamaica Restaurant, Fuzion Showcase Lounge, until 4am!

2011 Peach Drop Main Stage Performance Schedule as of 12/22/10

6:00pm	Douglas Cameron
7:00pm	Generation Now!
8:00pm	Separate Ways, a Journey Tribute
9:30pm	UltraDrive's Alternative Nation
11:15pm	Tito Jackson

The 22nd Annual Peach Drop is a rain or shine event and is sponsored in part by AirTran Airways, Atlanta Convention and Visitors Bureau, Coca-Cola, Comfort Suites Atlanta Downtown, Cooper Atlanta Transportation Services, Nuvo, Peachtree Tents & Events, Sheraton Atlanta Hotel and The Sunday Paper. Please visit www.peachdrop.com for a complete schedule of performers on all stages.

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). To find answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2011, please visit www.PeachDrop.com or follow us on Twitter @PeachDrop.

For More Information (Media only): Tara Murphy | Michelle Marron – 360 Media, Inc. – 404.577.8686 or info@360media.net

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