



FOR IMMEDIATE RELEASE...

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FIREWORKS, AN 800 POUND PEACH AND ALL THAT JACKSON CHARM *Peach Drop Patrons Rang in the New Year at Underground Atlanta*



*Underground Atlanta's Dan O'Leary, Tito Jackson and the Honorable Mayor Kasim Reed; Photo credit – St. John Photographics.

ATLANTA – More than 100,000 Atlantans and visitors alike, gathered at Underground Atlanta Friday night to celebrate the end of 2010 and the beginning of 2011 with the 22nd Annual Peach Drop New Years Eve Celebration. From 11am on December 31, 2011 through 4am on January 1, 2011, "Peach patrons" enjoyed family-friendly activities during the day, local and nationally-renowned artists on three stages, and, of course, the famed 800-pound peach! Tito Jackson (above*) rang, or rather sang, in the New Year with his highly anticipated revival of Jackson 5 classics and singles from his debut solo album, out in February.

"It was a pleasure to be able to bring to Peach Drop patrons wonderful performers like Tito Jackson, who delivered such a high energy, exciting, family-friendly show." says Dan O'Leary, Owner of Underground Atlanta. "With Peach Drop, bowl games, hotel parties and signature concerts, Atlanta has become a major destination for folks looking for an exciting New Year's Eve!"

The 22nd Annual Peach Drop New Year's Eve celebration has been covered by national media outlets such as Associated Press, CBS Sunday Morning, CNN, Essence.com and Extra.

The 22nd Annual Peach Drop was 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.

For more information about Peach Drop 2011, please visit www.PeachDrop.com or follow us on Twitter @PeachDrop.

PHOTOS AVAILABLE UPON REQUEST

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