



FOR IMMEDIATE RELEASE

January 1, 2014

ATLANTANS CELEBRATED 2014 WITH A STAR-STUDED NIGHT, AN 800-POUND PEACH AND A SURPRISE TWIST

More than 175,000 Patrons Gathered Downtown on New Year's Eve for the 25th Annual Peach Drop

ATLANTA – Commemorating more than two decades as the largest New Year's Eve celebration in the southeast, the 25th Annual Peach Drop, powered by M&M's Peanut, was full of excitement, star-power and new surprises. Grammy-nominated **Janelle Monáe** headlined the event and took the stage to perform her hit R&B tracks, while "Anchorman 2" comedian **David Koechner** served as the emcee for the evening, lighting up the stage with his engaging personality. Opening for Monáe on the main stage were **VEDO**, **Brian Collins**, **Sol Junky** and **Sonia Leigh**.

As the clock struck midnight, the beloved 800-pound peach began its 25th descent from 138 feet in the air. Following the drop, a fireworks show illuminated the sky above the crowd at Underground Atlanta as confetti rained down on attendees. This year's drop was accompanied by an M&M's Peanut, affixed to the top of the tower, which opened after the peach dropped, kicking off M&M's "Year of the Peanut." The all-day event also featured fun for families and kid's, including carnival rides and activities from LegoLand Discovery Center Atlanta, Atlanta Hawks and Liberty Tax Service, festival food and live music on multiple stages.

"Underground Atlanta is proud to commemorate this huge milestone as the Peach Drop celebrates 25 years as a world-renowned event and an Atlanta staple," said Dan O'Leary, President and CEO of O'LEARY Partner's, Inc. "Since the inaugural Peach Drop in 1989, we have watched our event transform into one of the city's most beloved traditions and it's truly remarkable to see how the people of Atlanta cherish this New Year's Eve celebration."

As 2013 drew to a close, Underground Atlanta kept the party rocking through the night. After crowds toasted to the New Year, many kept the party going in Kenny's Alley until early Wednesday morning.

For more information about Peach Drop 2014, please visit www.PeachDrop.com or follow us on Twitter [@PeachDrop](https://twitter.com/PeachDrop).

Additional photos are available upon request.

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.

MEDIA CONTACT: Tara Murphy | Brianna Wagenbrenner – 360 Media, Inc. – 404.577.8686 or info@360media.net

###