



**COMING TO A MARKET NEAR YOU...PEACH DROP HAS GONE COUNTRY!**  
**Syndicated in more than 50 Markets Peach Drop is a National Success Reaching 31% of the Country**  
*Presented by AirTran Airways*

**WHAT:** 18<sup>th</sup> Annual Peach Drop - New Year's Eve Countdown  
**WHERE:** Underground Atlanta – Downtown Atlanta, Georgia  
**WHEN:** Sunday, December 31, 2006  
**TIME:** Noon until 4:00 am  
**COST:** Free

**ATLANTA, GA:** The Atlanta Peach Drop has become an overwhelming success not just regionally but nationally as well. Broadcast in more than 50 markets and reaching more than 31% of the country, it's not hard to see why this Atlanta tradition has grown to become the largest New Years Eve celebration in the southeast, drawing crowds of more than 150,000. The event will take place at Underground Atlanta and include a memorable performance by country music sensation, Lonestar. Following the 800 pound peach's 58 second decent down the 138 ft light tower at the stroke of midnight, spectators will be showered with an array of colorful confetti while fireworks light the Atlanta skyline. The 16-hour celebration will begin at 12 noon with children's activities throughout the day and will be hosted by WXIA's Paul Ossmann, Miss Georgia Amanda Kozak, Hot 107's Griff and Eagle's Rhubarb Jones. Entertainment for the evening will include live performances on various stages and will continue well into the morning hours at Kenny's Alley, where drinks are poured until 4:00 a.m. Check your local listings for more information, or visit [www.peachdrop.com](http://www.peachdrop.com).

**Syndicated Peach Drop Markets as of December 19, 2006**

MARKET	AFFILIATE	MARKET	AFFILIATE
Atlanta, GA	myATLtv	Huntsville-Decatur, AL	WYLE
Tampa-St. Petersburg, FL	WTSP	Tri-Cities, TN-VA	WAPK
Charlotte, NC	WJZY-WMYT	Colorado Springs- Pueblo, CO	KSPK
Nashville, TN	WLLP-WTVF	Baton Rouge, LA	WBTR
Cincinnati, OH	WOTH-WBQC	Savannah, GA	WMYW
Greenville-Spartanburg, SC	WYCW	El Paso, TX	KDBC
Birmingham, AL	WVUA-WUOA	Youngstown, TX	WBCB
Greensboro-High Point-WS,NC	WXLV -WMYY	Greenville-Spart-Ashvll, NC	WYCW
Jacksonville, FL	WJXT	Myrtle Beach-Florence, SC	WWMB-WPDE
Mobile-Pensacola, FL	WFGX-WEAR	Sioux Falls, SD	KCPO
Knoxville, TN	WMAK	Fargo- Valley City, ND	KCPM
Charleston–Huntington, SC	WMMP	Corpus Christi, TX	KTOV
Flint-Saginaw-Bay City, MI	WNEM-DT	Columbus–West Point, MS	WCBI
Roanoke- Lynchburg, VA	WDRL	Amarillo, TX	KFDA
Toledo, OH	WTO5	Augusta, GA	WAGT
Springfield, MO	KCZ	Montgomery, AL	WRJM
Paducah-Cape Girardeau, IL	WQWQ-KFVS	Macon, GA	WMAZ-C
Jackson, MS	WUFX	Columbus, GA	WLTZ
South Bend–Elkhart, IN	WMWB-WBND	Columbia, SC	WKTC
Binghamton, NY	WISF	Gainesville, FL	WMYG-WGFL
Rapid City, SD	KCPL	Wilmington, NC	WHDS
Charlottesville, VA	WAHU	Lubbock, TX	KUPT
Los Angeles, CA	KHIZ	Washington, DC	WJAL
Little Rock, AR	KTWN	Kansas City, KC	KCWE
Rockford, IL	WTVO	Tyler–Longview, TX	KYTX-DT

**Sponsors:** The Peach Drop is presented by AirTran Airways and sponsored in part by, myATLtv, Washington Mutual, *The Sunday Paper*, Eagle 106.7, Sheraton Atlanta Hotel, Atlanta Convention & Visitors Bureau and the Georgia Department of Economic Development.

**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.underground-atlanta.com](http://www.underground-atlanta.com) for more information or call Underground Atlanta at 404-523-2311.

**Media Contact:** 360 Media, Inc. – Anna Masters /Tara Murphy - 404-577-8686 or [info@360media.net](mailto:info@360media.net)