



For immediate release...

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## LONESTAR ROCKED AS THE PEACH DROPPED TO WELCOME 2007!

*MORE THAN 175,000 GATHERED TO CELEBRATE AT THE UNDERGROUND ATLANTA TRADITION*

**ATLANTA** – 5, 4, 3, 2, 1...HAPPY NEW YEAR! Fireworks illuminated the night sky as a cascade of confetti poured down on the crowd, and **Lonestar** rocked the stage at the **18<sup>th</sup> Annual Peach Drop** celebration at **Underground Atlanta**. The massive 800-pound peach began its annual descent down the 138ft tall light tower just after 11:59pm, surrounded by the cheers and applause of the more than 175,000 spectators gathered below.

Events at Underground Atlanta kicked off at noon on New Year's Day with activities for the entire family including kids' games and face painting. At 6pm, **7 Sharp 9**, the first of five musical acts, took to the stage to get the crowd rocking. Other musical performers included **The Sundogs**, **Ocean Street** and **Keni Thomas**. **107.9 FM's Griff** and **Eagle 106.7's Rhubarb Jones** joined 11Alive's chief meteorologist **Paul Ossman** and **Miss Georgia 2006 Amanda Kozak**, on stage as co-hosts throughout the event.

"Every year Peach Drop seems to exceed our expectations," said Underground Atlanta General Manager William P. "Chick" Ciccaglione. "The new music format and other additions to this year's event created the excitement and energy that we were hoping for."

Indeed, the 18<sup>th</sup> year of the Peach Drop brought with it some firsts. This year marked the first time that a country music act, Lonestar, was selected to sing-in the New Year. Also new this year was a viewing area located in **Woodruff Park** for those wishing to avoid the larger crowd at Underground Atlanta. The area featured food tents and beverage stations, along with an 18-by-24 foot screen and state-of-the-art sound system covering the festivities happening at Underground.

In addition to the local coverage of the event, this year's Peach Drop celebration was syndicated in more than 50 markets across the country. The success of this year's event further proves why it continues to be the largest New Year's Eve celebration in the southeast.

As 2006 came to an end, 2007 got revved up as the crowds moved to Kenny's Alley to party into the early hours of Monday morning. The restaurants and clubs located in Underground stayed open late to host the partiers who wished to keep the celebration going all night long.

**Underground Atlanta would like to thank this year's Peach Drop sponsors:** AirTran Airways, myATLtv, Washington Mutual, *The Sunday Paper*, Eagle 106.7, Sheraton Atlanta Hotel, Marta, Central Atlanta Progress, 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.

Photos available upon request.

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