



For Immediate Release...

January 1, 2008

## MIRANDA LAMBERT ROCKS ATLANTA INTO 2008!

*TENS OF THOUSANDS GATHERED TO CELEBRATE AT THE UNDERGROUND ATLANTA TRADITION*

**ATLANTA** – HAPPY NEW YEAR ATLANTA! The 19<sup>th</sup> Annual Peach Drop at Underground Atlanta was a huge success with country music superstar Miranda Lambert's high-octane performance rocking Atlanta into 2008. As soon as the 800-pound peach dropped on 2008, the party really got going at Underground Atlanta. With a cascade of confetti illuminated by the spectacular fireworks display overhead, thousands and thousands of revelers welcomed the New Year.

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 **Gary Pfaff & Obsession Day**, **Mark Scott & County Line** and **Lady Antebellum**. **Eagle 106.7's Rhubarb Jones** joined 11Alive's chief meteorologist **Paul Ossmann**, The Weather Channel's **Jim Cantore** and **Miss Georgia USA 2007 Amanda Kozak** on stage as co-hosts throughout the event.

"We look forward to Peach Drop every year, and it always seems to exceed our expectations," said Underground Atlanta General Manager William P. "Chick" Ciccaglione. "Miranda Lambert's high-energy performance created the excitement that we look for each year."

In addition to the local coverage of the event, this year's Peach Drop celebration was syndicated in more than 40 markets across the country. Peach Drop was also featured on CNN's coverage of NYE with Anderson Cooper as well as The Weather Channel and all the local affiliates. 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 2007 came to an end, 2008 got revved up as the crowds moved to Kenny's Alley to party into the early hours of Tuesday 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, Georgia Department of Economic Development, Atlanta Convention & Visitors Bureau, EAGLE 106.7, KICKS 101.5, 11 Alive (WXIA), MyAtlTV (WATL), Party City of Atlanta, The Sunday Paper, Cooper Atlanta Transportation Services, Sheraton Hotel Atlanta, and The New York Times.

### **About Underground Atlanta:**

Conveniently located near the 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 city blocks, twelve acres and three levels and 225,000 sq. ft. of shopping, restaurants and entertainment, as well as the newly opened and successful, eight restaurants and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit [www.underground-atlanta.com](http://www.underground-atlanta.com) or [www.peachdrop.com](http://www.peachdrop.com) for more information or call Underground Atlanta at 404-523-2311.

Photos available upon request.

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

###