



For Immediate Release

November 6, 2013

PEACH DROP 2014 CELEBRATES 25 YEARS OF RINGING IN THE NEW YEAR

Save the Date for the Southeast's Largest New Year's Eve Celebration

WHAT: Peach Drop 2014 – New Year's Eve Celebration
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Tuesday, December 31, 2013 – Wednesday, January 1, 2014
TIME: 11am on the 31st until 3am on the 1st
COST: FREE
INFO: www.peachdrop.com

ATLANTA — Get ready to sing “Auld Lang Syne” as Underground Atlanta celebrates the 25th anniversary of the Peach Drop. Since its inaugural year in 1989, the Peach Drop has remained an Atlanta tradition and a nationally recognized New Year's Eve staple. Celebrating its silver anniversary as the largest New Year's Eve gathering in the Southeast, more than 100,000 patrons are expected to attend Peach Drop 2014 in downtown Atlanta to ring in the New Year. As the countdown to midnight begins, the peach will descend from its 138-foot tower of lights to its resting place, where confetti will shower attendees and a dazzling firework show will illuminate the night and top off the drop.

“Underground Atlanta is proud to host the Peach Drop and commemorate more than two decades as a nationally acclaimed New Year's Eve celebration,” said Dan O’Leary, President and CEO of O’LEARY Partner’s, Inc. “The Peach Drop is one of Underground Atlanta’s many activities throughout the year where we bring the community together and we are excited to remain a place where friends and loved ones can countdown to bring in the new year.”

With entertainment for all ages, people are encouraged to head down early for a day jam-packed with activities leading up to 2013’s last hurrah. From 11am to 6pm, there will be plenty of activities for the kids, including carnival-style rides, face painting and balloon artists. Underground Atlanta’s restaurants and shops will be open to provide a place where adults can mingle, indulge and enjoy their day, along with live music taking place on three stages.

As 2014 draws near, performances will light up downtown Atlanta in anticipation of the countdown to the 800-pound peach’s descent. Since its beginning, the Peach Drop has hosted performances by a variety of well-known artists such as Miranda Lambert, Lonestar, Lady Antebellum, Kansas, Brantley Gilbert, Collective Soul, Julianne Hough, Edwin McCain, Tito Jackson, Sister Hazel, Little Richard and Morris Day and the Time. The 2014 line-up will be announced soon, with performances taking place on multiple stages all day and night long.

For artists or bands interested in performing at the 2014 Peach Drop, there are still a few spots remaining in the line-up. To be considered, performers must submit an application before the November 15 deadline. To fill out and submit an application visit: www.sonicbids.com/Opportunity/OpportunityView.aspx?opportunity_id=110778 or www.reverbnation.com/c/submission/create_cpo_submission?campaign_id=2265&show_s1=true

For answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2014, please visit www.PeachDrop.com or follow us on Twitter [@PeachDrop](https://twitter.com/PeachDrop).

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 | 360 Media, Inc. – info@360media.net or 404-577-8686

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