

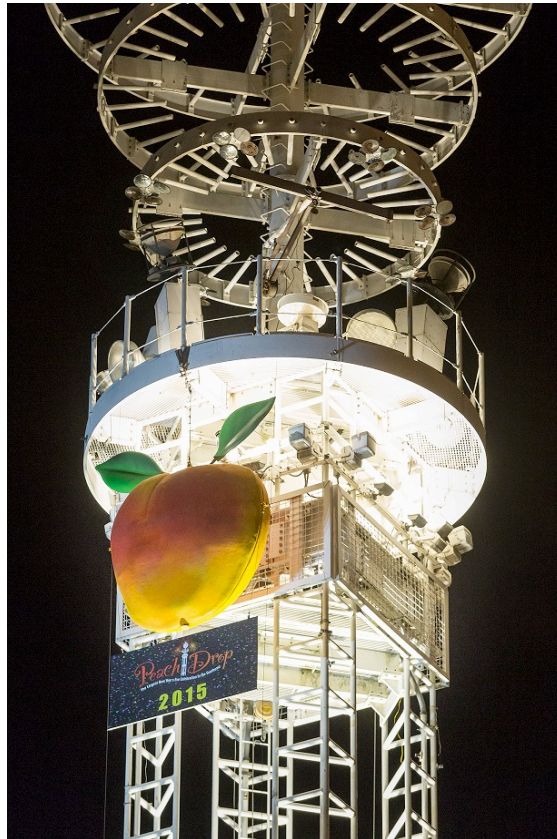


FOR IMMEDIATE RELEASE

January 1, 2015

ATLANTANS CELEBRATED 2015 WITH AN INCREDIBLE MUSIC LINE UP AND AN 800LB PEACH

More than 175,000 Patrons Gathered Downtown on New Year's Eve for the 26th Annual Peach Drop



*Atlanta's Peach Rings in 2015 at 26th Annual Peach Drop
Photo credit: Raftermen Photography*

ATLANTA – Celebrating more than two and a half decades as the largest New Year's Eve celebration in the Southeast, the 26th Annual Peach Drop, was full of excitement, star-power and fun surprises. Three-time Grammy winner and acclaimed actor **Ludacris** headlined the event and Southern California-based alternative rockers, **Sugar Ray** opened. As one of the most sought after DJs in the city of Atlanta, **DJ World Famous G-Mack** performed and served as the emcee for the evening, lighting up the stage with his incredible talent. Additional performers who performed on the main stage included **Symphony Crack Orchestra**, **Radiolucent**, and **All The Locals**. Approaching midnight, **Mayor Kasim Reed** joined the stage to pull the official Peach Drop switch, starting the countdown to 2015.

As the clock struck midnight, the beloved 800lb peach began its 26th 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. The all-day event also featured fun for families and kid's, including carnival rides, face painting, and a PAC-MAN PLAY Arcade.

“Underground Atlanta is excited to celebrate 26 years as the Southeast’s Largest New Year’s Eve celebration and an Atlanta staple,” said Michelle Lawrence, Director of Marketing for Underground Atlanta. “This year’s Peach Drop was full of energy and excitement, it’s amazing to see how much Atlantans cherish this New Year’s Eve celebration.”

As 2014 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 Thursday morning.

For more information about Peach Drop 2015, 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.

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