



FOR IMMEDIATE RELEASE...

December 21, 2011

23rd ANNUAL PEACH DROP MAIN STAGE LINE-UP ANNOUNCED

A Beat for Every Drum; From Legendary Classic Rock Band to MTV Breakthrough Artist

WHAT: Peach Drop 2012 - New Year's Eve Celebration (FREE)
WHO: The Whiskey Gentry, Jimi Cravity, Pato Margetic, Reign and headliner Kansas
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Saturday, December 31, 2011 – Sunday, January 1, 2012
TIME: 11am on the 31st until 3am on the 1st; Main Stage begins at 6pm

ATLANTA, GA – 10...9...8...Underground Atlanta has just announced the Main Stage line-up* for the 23rd Annual Peach Drop! **The Whiskey Gentry, Jimi Cravity, Pato Margetic and Reign** will join **Kansas** in singing revelers into 2012 at the largest New Year's Eve celebration in the Southeast. More than 100,000 onlookers are expected to attend the celebration, where a full day of festivities is set to begin at 11am and continue until the early hours of the morning. Leading up to the fireworks, confetti and the decent of the 800 lb peach at midnight, melodies as diverse as the city's culture will fill the illuminated night sky. Be it classic rock, new grit country, or Motown inspired pop and R&B, there will be music to get every generation into the groove:

The Whiskey Gentry: From bluegrass to punk to old-time country, The Whiskey Gentry is a band of Atlanta misfits whose music defies categorization. The band is celebrating the release of its first full-length record "Please Make Welcome" and was recently named the "Best of What's Next" by Paste Magazine. Sure to provide a night of pickin' and dancin' this New Year's Eve: www.whiskeygentry.com/.

Jimi Cravity: An alternative to rhythm and blues and hip-hop, Jimi Cravity is an indie rock artist from Atlanta. The singer-songwriter released his EP entitled "Maverick" this past September and says his music speaks for itself: www.jimicravity.com.

Pato Margetic: Catapulted into the national music scene when his music video "Cold" reached No. 3 on MTV's Top 100 Most Viewed Videos, Pato Margetic is a singer-songwriter who picked up the guitar at 14 years old. His music is a soulful mix of Motown, pop, blues and R&B that captures the desire for change and the complexities of relationships. The talented Detroit native brings a fresh and unique performance to Atlanta this year: www.patomargetic.com/.

Reign: Formed in 2009, Reign is composed of three talents from Coweta County. With a strong chemistry and flawless execution of popular cover songs ranging from classic rock, current rock and selective pop hits: www.facebook.com/reigntheband.

*Photos and interviews are available upon request.

Southside Steve from Rock 100.5 will host and broadcast LIVE from the Main Stage from 7pm – midnight and Axel from 99X will host and broadcast LIVE from Kenny's Alley Stage from 7pm – midnight.

In addition to the Main Stage, live music begins at 11 am on the Budding Peach Stage and Kenny's Alley Stage. Families can find activities for the kids until 6pm, including carnival-style rides, face painting, balloon artists, sand art and giveaways from Q100 and Journey 97.9. At noon there will be an appearance by Atlanta Dream mascot STAR and a special "Budding Peach Drop" for the little ones. More than 100 basketballs and Peach Drop themed beach balls filled with Atlanta Hawks ticket vouchers and area attraction passes will drop onto Lower Pryor Street, presented by the Atlanta Hawks. There's more? Yes, Sweet Jack and Cheerwine will be on-site all day with samples.

The 23rd Annual Peach Drop is a rain or shine event and is sponsored in part by Journey 97-9, 99X, Q100, Rock 100.5, Kicks 101.5, 106.7 Atlanta's Greatest Hits, Atlanta Convention and Visitors Bureau, Atlanta Hawks, Bud Light, Budweiser, Christmas on Peachtree, Clash Graphics, Comfort Suites, Cooper Atlanta Transportation Services, Cheerwine, Creative Loafing, D. Geller & Son, Entertainment Design Group, Holiday Inn, Marta, Morton's, MVO Marketing, Oxygen Financial, Premier Events, Peachtree Tents & Events, Rock Solid Entertainment, and Ticket Alternative.

For the safety and enjoyment of Peach Drop, Underground Atlanta asks that the following items NOT be brought onto the property: Pets, bags, backpacks, coolers, picnic baskets, roller blades, bikes, skateboards, lawn chairs, weapons and alcoholic beverages (alcoholic beverages can be purchased on the property by patrons 21 years of age and older). For answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2012, please visit www.PeachDrop.com or follow us on Twitter @PeachDrop.

For more Information (Media only): Laura Cubbagel Meghan Smith – 360 Media, Inc. – 404.577.8686 or info@360media.net

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