



Photo Alert...

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ATLANTANS, TOURISTS AND SPORTS FANS ALL “COME TOGETHER” TO WELCOME 2013 AT UNDERGROUND ATLANTA’S PEACH DROP



*More than 175,000 people gathered at Underground Atlanta to ring in the New Year at Peach Drop 2013.
Photo credit Robert Loughran, Loughran Photography*

The **24th Annual Peach Drop** was a party to remember, as Beatles tribute band **Abbey Road LIVE!** rang in 2013 and celebrants sang along to some of rock’s most well-known tunes. The excitement culminated as the beloved 800-pound peach descended from 138 feet in the air, and confetti and fireworks illuminated the sky above a crowd of more than 175,000 at Underground Atlanta. Opening for Abbey Road LIVE! on the main stage were **The Magictones, Seven Handle Circus, Lingo** and **Noah Pine** and DJ **World Famous G-MACK** served as the evening’s host. **PAC-MAN**, in honor of the world’s first PAC-MAN PLAY Arcade which opened at Underground Atlanta in August, pulled the switch to lower the iconic peach alongside Councilmember Cleta Winslow, Underground Atlanta General Manager William “Chick” Ciccaglione and Dan O’Leary.

O’Leary, President and CEO of O’LEARY Partner’s, Inc. said, “Underground Atlanta is proud to host Peach Drop, one of the country’s biggest New Year’s Eve traditions, a time when people can reminisce on the past, have fun with loved ones in the present and celebrate the future. 2012 has been a big year for Underground Atlanta, with major opportunities that have shined the spotlight on all the property has to offer.”

Throughout the year, Underground Atlanta hosted Hollywood as the historic property was used in the production of several films and TV shows. Most recently “Ride Along” with Ice Cube filmed in the brick corridors beneath the streets; the same area where NAMCO opened the world’s first PAC-MAN PLAY Arcade just a few months prior. In collaboration with Georgia State University, college students displayed their artwork in storefronts and hosted sold-out film screenings during the fall. Restaurant Georgia Peach was featured on Real Housewives of Atlanta, showcasing their signature dishes and southern cuisine that include the state’s namesake fruit.

Up next: Food Truck Wednesday will continue every week beginning on January 2, and Underground Atlanta will celebrate Black History month with a series of lectures, film screenings and special programming during the month of February. More details will be released in early 2013. Follow @undergroundatl on Twitter and become a “fan” on Facebook for all the latest happenings and news.

Additional photos and captions are available upon request.

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