



For Immediate Release...

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Break Out the Noisemakers and Strike Up the Band... ***Julianne Hough is set to hit the stage at Peach Drop 2009 at Underground Atlanta***

WHAT: 20th Annual Peach Drop New Year's Eve Celebration
WHO: Julianne Hough
WHERE: Underground Atlanta – Downtown Atlanta
WHEN: Wednesday, December 31, 2008
TIME: Noon until 4 a.m.
COST: Free

ATLANTA, GA- The champagne is chilling so let the countdown begin...the 20th Annual Peach Drop is just around the corner! The biggest celebration to hit Atlanta for two decades, Peach Drop 2009 will be a night to remember with television and music sensation Julianne Hough and others ready to celebrate the decent of Atlanta's own 800 pound peach.

You've watched her on ABC's hit show *Dancing With the Stars* and you've heard her on the radio, now is your chance to see Julianne Hough (pronounced "Huff") perform live on stage at the 20th Annual Peach Drop at Underground Atlanta. Hough's self-titled debut album recently topped both the country and Top 200 charts, leaving people all over America singing along to her infectious debut single "That Song In My Head." 2008 has taken Hough on tour with Brad Paisley, awarded her an Emmy nomination and led her to the set of *Good Morning America* and *The View*. Topping *Maxim's* Hot 100 list, Hough has graced the covers of *CosmoGirl*, *Shape*, *USA Today*, *People* and Atlanta's own *Atlanta Peach Magazine*. Hough is ready to say farewell to 2008 and ring in 2009 with a show-stopping performance at the 20th Annual Peach Drop!

The southeast's largest New Year's Eve Celebration, Peach Drop boasts more than 100,000 visitors each year, with millions more tuning in across the country to watch the famed giant peach make its 58 second decent from the top of its 138 foot tower of lights. "The 20th anniversary of the Peach Drop is cause enough to make this the biggest and best New Year's celebration Atlanta has ever seen," said Underground Atlanta General Manager, William P. "Chick" Ciccaglione. "We couldn't be happier to have Julianne Hough onboard for what will be the best Peach Drop yet!"

The Peach Drop events will kick-off at noon, ensuring a day full of family-friendly activities including a moonwalk, basketball throw, free face painting and balloon art on Upper Alabama Street. Kid friendly music will be playing on the Budding Peach Stage, setting the mood for a fun-filled celebration. As the last day of 2008 draws to a close, live bands will perform as the time for Julianne Hough to hit the stage approaches. The crowd will roar as the clock strikes midnight—welcoming 2009 with an explosion of confetti and fireworks lighting up the sky! The celebration will continue until the wee hours of the morning as the bars, restaurants and nightclubs of Kenny's Alley will be gearing up for a late night of partying until 4 a.m.

The 20th Annual Peach Drop is sponsored by the Atlanta Convention & Visitors Bureau, Cooper-Atlanta Transportation Services, myAtlTV, Party City, Sheraton Atlanta Hotel, and The Sunday Paper.

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, recording devices, 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).

Please visit the newly designed www.PeachDrop.com to find answers to frequently asked questions, fun facts and up-to-the-minute information about Peach Drop 2009!

About Underground Atlanta:

Conveniently located near the Georgia State Capitol, Georgia Aquarium, 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 blocks, twelve acres and three levels and 225,000 ft. of shopping, restaurants and entertainment, as well as the restaurants and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit www.peachdrop.com for more information or call Underground Atlanta at 404-523-2311.

For More Information (Media only):

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