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# Press Release

## For Immediate Release

### Whiskey Row Boot Drop Event

#### 6<sup>th</sup> Annual New Year's Event Kicks Off 2017

*6-foot Illuminated Cowboy Boot to be dropped from The Palace Building's Flagpole in downtown Prescott, Arizona.*

**Prescott, AZ** – On New Year's Eve, Saturday, December 31, 2016 from 8pm to 12:30am, the Historic Whiskey Row in downtown Prescott will be the site for the 6th Annual Whiskey Row Boot Drop, presented by the Cable One Business, City of Prescott, Prescott Area Independents and M & M Entertainment. The event is free to everyone. A 6-foot illuminated cowboy boot will be slowly lowered down from a 40-foot flagpole. The old historic Palace Building is over 30 feet high. The last five years have drawn thousands of people of all ages. Much like the tradition in New York's Times Square, where a large ball has dropped annually since 1907, the Whiskey Row Boot Drop event has become a Prescott tradition. A DJ from Magic 99.1 FM will be spinning tunes, local food vendors, fire dancers, promotional giveaways and more throughout the night.

"With the great success of the last five years, we're excited to continue this great tradition for folks in the Prescott area and visitors alike. We will continue to have two drops; one at 10pm and the second at midnight with fireworks that will ignite off the top of the parking garage behind Whiskey Row. The early drop will coincide with the traditional "Ball Drop" back east as well as letting the folks who turn in early celebrate the New Year," stated Matt Brassard, owner of M & M Entertainment and Event Organizer. "This is a community event to help the businesses downtown and the area at large. Hotel rooms and restaurants benefit from the out of town crowds the event attracts."

“The Boot” was created five years ago by Stephan Markov of Morgan Signs and is truly a one-of-a-kind piece of art. The 6-foot boot is entirely decorated with LED lights that come into play as the clock counts down.

The featured sponsor of this New Year’s Eve event is Cable One Business. Other sponsors include: The [Palace Restaurant & Saloon](#), The [Prescott Brewing Company](#), [SpringHill Suites](#), [Magic 99.1](#), [Northern AZ Social](#), KAFF 92.9, The Eagle 97.9 and The Mountain 93.9, [Helken & Horn Advertising Agency](#), [The Daily Courier](#), Jersey Lilly Saloon, [EMI Print Works](#), Barrett Propane, [Matt’s Saloon](#) Prescottnews.com, Costco, APS, Pepsi, Murphy’s Restaurant and the [Prescott Office of Tourism](#). For further information, contact Matt Brassard at (928) 848-4182, or go to <http://www.bootdrop.com> for more information.

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