



Peachtree TV announced as exclusive broadcast partner of Look Up Atlanta

Live coverage to include main stage entertainment and fireworks show

ATLANTA (June 3, 2022) – Georgia World Congress Center Authority (GWCCA) announced Peachtree TV as the exclusive broadcast home of the all-new patriotic celebration “Look Up Atlanta” on Sunday, July 3.

Television coverage from Centennial Olympic Park will begin when Look Up Atlanta gates open at 5 p.m. and conclude following the Southeast’s largest fireworks show in the evening. The evening’s coverage will be hosted by Atlanta television veteran Monica Pearson, joined by CBS46 News anchors Shon Gables, Rick Folbaum, Lana Harris, and Brooks Baptiste.

The broadcast will include live performances from the Look Up Atlanta main stage in addition to special guests, live interviews and more. All main stage entertainment will be announced on a later date.

“We are excited to grow the distribution of our Fourth of July fireworks show for the first time in its 25-year history,” said Frank Poe, GWCCA’s Executive Director. “The partnership with CBS46 and Peachtree TV will broadcast Look Up Atlanta to millions across Georgia and Gray Television stations across the country. We hope this special celebration of Atlanta for Atlantans will honor and inspire pride in our great city.”

“We are more than thrilled to be the broadcast home of Look Up Atlanta,” said Peachtree TV Station Manager Micheal Smith. “Fourth of July is an exciting time for Atlantans to come together and celebrate all that makes this city great, and we are excited to have Peachtree TV be the home of this year’s festivities.”

Taking place on Sunday, July 3, “Look Up Atlanta” celebrates all the things that make Atlanta a great city – from its sports teams and attractions to the culturally diverse and celebrated food and arts scene – and returns to the tradition of Fourth of July fireworks at Centennial Olympic Park.

Tickets to Look Up Atlanta are on sale now at [GWCCA.org/LookUpATL](https://www.gwcca.org/lookupatl). Prices start at \$10 with an all-new VIP Village experience that includes access to premier viewing areas and amenities and locally curated food and beverage options for purchase, for \$40. All ticket proceeds will benefit the Centennial Olympic Park beautification fund.

More information about “Look Up Atlanta” will be announced in the coming weeks. Follow GWCCA on [Twitter](#), [Facebook](#), and [Instagram](#) and Centennial Olympic Park on [Twitter](#), [Facebook](#), and [Instagram](#) for the latest “#LookUpATL” news.

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About Georgia World Congress Center Authority

Georgia World Congress Center Authority (GWCCA), a key driver for Georgia's economy, is the largest combined convention, sports, and entertainment campus in North America. Established in 1971, the GWCCA campus includes Georgia World Congress Center, Centennial Olympic Park, Mercedes-Benz Stadium, and opening in late 2023, Signia by Hilton Atlanta. To learn more about the No. 1 convention, sports, and entertainment destination in the world, visit www.gwcca.org.

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About Peachtree TV

WPCH has served Atlanta communities for more than 50 years previously as Turner Broadcasting System's Superstation WTBS and currently as Atlanta's original local station Peachtree TV. Home of local news, weather, sports and entertainment, WPCH brings Atlanta residents exclusive content from CBS46 News and First Alert Weather, Monica Pearson (Monica Pearson One On One) and top High School Football match ups from the best teams across the state. WPCH and WGCL are owned by Gray Television, headquartered in Atlanta, Georgia.

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