

**Contact:**

Matt Brassard  
M & M Entertainment  
Phone 928-776-0234  
Fax 928-776-5678

Helken & Horn Ad Agency  
230 N. McCormick Street  
Prescott, AZ 86301  
info@azadagency.com  
<http://www.azadagency.com>

# Press Release

## For Immediate Release

### **Celebrate the New Year at the Whiskey Row New Year's Eve Boot Drop *The Biggest Party in Northern Arizona***

#### **12<sup>th</sup> Annual Event Rings in 2023 in Prescott, Arizona**

*6-foot Illuminated Cowboy Boot to be Dropped from Palace Building's Flagpole*

**Prescott, AZ.** – If you are fortunate enough to be on Whiskey Row in downtown Prescott, Arizona at the stroke of 10:00pm or midnight you will be thrilled by the one-of-a-kind spectacle of the Whiskey Row New Year's Eve Boot Drop. Thousands will welcome 2023 on Saturday, December 31st, 2022 from 7:30pm to 12:30am. This will be the 12<sup>th</sup> Annual event and is free to all ages. The festive 6-foot illuminated cowboy boot lowers down from a 40-foot flagpole with 2 drops; the first at 10pm and the second drop at midnight. As the crowd of thousands of people cheer both drops, fireworks will light up the night sky. The earlier drop occurs simultaneously with the traditional "Ball Drop" in New York City. It is especially popular with young families and those who wish to retire early. The boot descends from atop the historic Palace Building which is over 30 feet high. While not as big as the ball descending in Times Square since 1907, the Whiskey Row Boot Drop event is woven into Prescott's holiday spirit and is a fitting closing celebration in Arizona's Christmas City.

"Every year we add something new and this year will be no different," said Matt Brassard, co-owner of M & M Entertainment & Production. "We're adding more vendors and we'll have a live band The Pickup Lines perform throughout the night. They have been entertaining in Phoenix and nationwide for years and are the most diverse party band in Arizona! The Boot Drop is a favorite holiday event in Arizona's Christmas City and we're proud to help close out all the festive activities that take place here in Prescott," Brassard stated.

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The party on the street will be hosted by Leza Lachepelle Dandos of Leza Live and Local from Magic 99.1 FM and M & M Entertainment co-owner, Marco Espitia. There will be food from street vendors, carnival games and rides and prizes given away throughout the night. Planners encourage people to dress warm for this outdoor event.

The event is presented by Desert Financial Credit Union, Experience Prescott Office of Tourism, and Prescott Outpatient Surgical Center.

Other sponsors include: Barrett Propane, Blind Brothers Arizona, SpringHill Suites, Galpin Ford, *Prescott Woman Magazine*, Magic 99.1 KTMG FM, 92.9 KAFF FM, 97.9 KZGL FM, 93.9 KMGN FM, Arizona Shine 103.9 FM & 1450 AM, Findlay Prescott, Hair Station 105, Torme, Freeport-McMoran, Helken & Horn Advertising Agency, Prescott Landscape Professionals, EMI Print Works, Bistro St. Michael, *CopperState News*, Matt's Saloon, Residence Inn, KPPV 106.7FM, KQNA 1130AM, KDDL, JACKFM 94.7FM, JUAN 107.1FM, FooteWork Auto License & Title Service, Hotel St. Michael, Sparklight, Bill's Grill, Red, White & Brew, Prescott Pro Sound, *The Daily Courier*, El Gato Azul, *Prescott Living Magazine*, *Prescott NOW!*, Talking Glass Media, America's Coupon Mailer, *Your Home 1<sup>st</sup> Magazine*, *Quad Cities Business News*, *Flagstaff Business News* and SignalsAZ.com.

For more information, contact Matt Brassard at 1-800-975-0013 or go to [bootdrop.com](http://bootdrop.com).

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