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HeadCount Teams Up with Web, Mobile and Technology Brands to Stage “90-Day Voter Challenge”

VIRGIN MOBILE USA, SPIN, eMUSIC AMONG THOSE TURNING WEBSITES INTO PORTALS FOR VOTER REGISTRATION

NEW YORK, NY – Music fans popping on their favorite websites are getting more than just the latest tour dates or album reviews – they’re getting a chance to register to vote. It’s all part of the “90-Day Voter Challenge,” a three-month push to get people signed up to vote in time to participate in the November election.

Eight companies with heavily-trafficked websites and strong ties to music have teamed up with the nonpartisan voter registration group **HeadCount** to add “Register to Vote” links to their websites and stage promotions encouraging people to vote in November. The activity kicked off on July 4th and will continue until early October, when all the participants will make a final push to get every eligible American registered to vote.

As part of the 90-Day Voter Challenge, **Spin Magazine** will launch its own voter registration web page, which will soon be home to video clips of major musicians talking about the issues that matter to them most. **Virgin Mobile USA** now has a voter registration link on its website and at www.virginmobilefestival.com, a lead-up to the Aug. 9th and 10th event in Baltimore MD, where the upcoming election and voter participation will take center stage (along with performances by Jack Johnson, Wilco, Foo Fighters, Stone Temple Pilots, Bob Dylan and much more).

eMusic, the nation’s largest retailer of independent music, has made a Register to Vote link part of its standard web template, and will offer discounts to anyone who visits www.HeadCount.org and makes a “Pledge to Vote.” **Musictoday**, a leading provider of integrated ecommerce solutions for the music industry, is also offering music and merchandise discounts on thousands of items to anyone who makes the “Pledge.” In addition, they will stage special contests through sister company Ultrastar’s Fan Club platform.

CMJ, a print and online music publication geared toward college students, has not only placed a register to vote link on its web pages and e-mail newsletters, but also will encourage affiliated college radio stations to run PSA’s and point unregistered young people to the HeadCount web site to register. **imeem**, the popular social networking service with over 27 million users, will point people to a HeadCount page where they will find information on voting as well as free music playlists featuring exclusive tracks from artists who support the cause (<http://www.imeem.com/myheadcount>). **JamBase**, an on-line resource for live music fans and an original HeadCount sponsor, has been proudly displaying a “Register to Vote” link from its home page for months, and will launch content in the Fall dedicated to the election. **SexyPolitics.com**, an edgy website that offers political quizzes, boasts a prominent register to vote link and will feature a special quiz devoted to how politics and music intersect.

“These companies have found creative ways to use their web assets to drive voter registration,” said Andy Bernstein, HeadCount’s executive director. “We expect to register tens of thousands of new voters through this initiative, many of whom would not have registered otherwise.”

“For ten years we’ve been making it easy for music fans to discover and download the best independent music,” said David Pakman, President and CEO of eMusic. “Now, we’re offering them an equally easy way to register to vote.”

HeadCount has already registered close to 30,000 voters in 2008, both on-line and at concerts. It fields voter registration “street teams” in 40 cities and tours with major recording acts such as Dave Matthews Band, Pearl Jam, Jack Johnson and John Mayer. By the end of the 90-day period, HeadCount expects to have registered 100,000 new voters in this calendar year.

HeadCount 90-Day Voter Challenge Participant Activity

CMJ – CMJ.com now features a “Register to Vote” graphic, linked to www.HeadCount.org, as will CMJ’s e-mail newsletters. In addition, CMJ will distribute Public Service Announcements to college radio stations.

eMusic– A “Register to Vote” graphic, linked to an on-line voter registration tool found at www.HeadCount.org, has become part of eMusic’s standard web page template. Register to vote links will also be added to e-mails sent to the eMusic database. In addition, eMusic will offer 50 free downloads to new customers who sign a “Pledge to Vote” at www.HeadCount.org, and will integrate election-oriented content into the editorial portions of its Website.

imeem.com – HeadCount’s profile on imeem features exclusive music playlists from artists that support the cause, as well as video, photos and a “Register to Vote” link (<http://www.imeem.com/myheadcount>). Users can listen to all of HeadCount’s playlists on imeem for free and embed them throughout the Internet on blogs, Web sites and other social networking services.

JamBase – JamBase is one of the first major Websites to feature a HeadCount “Register to Vote” button on its home page, and send e-mail newsletters nationwide reminding people to register to vote. In the Fall, it will launch an editorial series with musicians speaking about why the election matters to them.

MusicToday – Every time a customer completes a transaction on a MusicToday merchandise store, he or she will see a graphic directing him or her to the HeadCount website. Once there, they can receive a 15% discount off their next purchase by signing a “Pledge to Vote.” In addition, various Fan Clubs run by sister company Ultrastar will participate in contests run by HeadCount, offering special prizes to their members.

SexyPolitics.com – This upstart, edgy website will feature a prominent “Register to Vote” link on its home page as well as a special quiz devoted to the intersection between music and politics. It will also send e-mails to its user database with the subject line “Register to Vote,” offering links to a voter registration web page.

Spin Magazine – Spin.Com features a prominent “Register to Vote” graphic linked to a special page featuring on-line voter registration. It will also house special election-oriented content, including video interviews with musicians speaking about the issues that matter to them the most. Spin has also donated two full-page advertisements in the July and September issues.

Virgin Mobile USA and Virgin Mobile Festival–A “Register to Vote” link is featured on the “My Account” section of VirginMobileusa.com and virginmobilefestival.com as well, linked to a special voter registration page. Virgin Mobile USA will send voter reminder text messages to its opt-in customer base and team up with HeadCount to focus on election-themed activity at the Virgin Mobile Festival.

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HeadCount is a 501(c)3 non-partisan organization dedicated to registering voters and inspiring participation in democracy through the power of music. Since its inception in 2004, the organization has registered over 70,000 voters. HeadCount’s board of directors includes Bob Weir of the Grateful Dead, other well-known musicians, and the very top managers, promoters and media publishers in the live music community. More information can be found at www.HeadCount.org.

