

FOR IMMEDIATE RELEASE



SCHOOL SOLAR PROJECT FUNDED BY THE DISCO BISCUITS

**Rock Band Teams up with HeadCount to stage Benefit Concert in New York and
Install Solar Panels at Elementary School in Philadelphia**

New York, NY – Putting a new twist on greening initiatives tied to music, Philadelphia rock band [The Disco Biscuits](#) have teamed up with the civic engagement nonprofit [HeadCount](#) to stage “[Bisco Power Mission](#),” a benefit concert and volunteer initiative that will help outfit the Albert M. Greenfield Elementary School in Philadelphia with solar power.

The Disco Biscuits, fresh off the March 16 release of their new album [Planet Anthem](#) will perform at the [Bisco Power Mission](#) benefit concert on Sunday, March 21 at New York City’s [Brooklyn Bowl](#). The host venue is the largest music hall in the country to be recognized for its environmentally-friendly practices with LEED Certification. Visit <http://www.discobiscuits.com/bpm> for information.

[Bisco Power Mission](#) showcases the energy that’s created – figuratively and literally – when musicians, their fans and nonprofit organizations work together towards a positive objective. The endeavor is expected to net over \$30,000. Half the proceeds will be donated to [Greening Greenfield](#), a nonprofit organization created by parents, teachers and staff of the Greenfield Elementary School to adopt sustainable practices at the school. The other half will be directed to HeadCount to fund its ongoing civic engagement activity, including voter registration, issue education and community-oriented projects like [Bisco Power Mission](#).

Many touring musicians have tried to limit their environmental impact. This project was conceived as a way to go a step beyond that and actually *create* clean and sustainable energy for the community in which The Disco Biscuits live.

In Greening Greenfield, they found the perfect partner. It embarked upon its quest for sustainability in 2006 by creating a project with five phases of construction which will transform the urban school site into an outdoor laboratory that teaches children about micro-climates, indigenous plants, rain water absorption, energy conservation and harvesting, and the symbiotic relationship between humans and the environment. The [Bisco Power Mission](#) grant will help fund the next stage of the project which includes adding a solar water heater and photo-voltaic panels to the school. Visit <http://www.greeninggreenfield.net> to learn more about Greenfield School and the project.

“We have received wonderful support for our project from many different sources,” said Pat Toy, co-chair of the Greening Greenfield initiative. “But this will definitely be the first time that financial assistance came from a rock n’ roll band.”

“We really wanted to showcase the power that we can create with many voices working together,” said Marc Brownstein, bassist for The Disco Biscuits and co-chair and founder of HeadCount. “We always knew that the energy created during the ‘Bisco’ experience represented more than just a band and its

songs. By creating something tangible for the community at large that the fans can also become a part of, we have found a way to give back and create a lasting, sustainable legacy for the future.”

In addition to attending the concert, fans will have the opportunity to participate by joining band members at a tree-planting day at the school. They also have the option of purchasing limited edition merchandise, and can have their names appear on a plaque that will be erected at the school.

[Jersey Solar](#) of Trenton, NJ is a sponsor of Bisco Power Mission, offering to provide turnkey installation to Greening Greenfield at a reduced rate. Burlington, Vt.’s [Magic Hat Brewing Company](#) is also a sponsor, supporting the initiative in several ways. In conjunction with Magic Hat’s sponsorship, Brooklyn Bowl will donate \$1 from the sale of each Magic Hat beer to Bisco Power Mission.

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About HeadCount

HeadCount is a 501(c)3 nonpartisan, nonprofit 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 150,000 voters. It is now taking a step forward, motivating members of the music community to be involved, active citizens. 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 industry. More information can be found at www.HeadCount.org.

About The Disco Biscuits

The Disco Biscuits are an entirely different band today than they were when they first broke out of Philadelphia in the mid-90s. That’s not to say that they’ve abandoned their foundation, switched gears or set sail for distant shores. The Disco Biscuits are still very much the pioneers of “trance-fusion,” bridging the gap between electronic music and jam bands. They still remain rock pioneers whose soul belongs as much to marathon dance parties as it does to live improvisational journeys. They still employ emerging technologies to help them create music that is 100 percent human although, perhaps, not entirely of this earth. But after spending the past three years in the studio — during breaks in touring — they’ve resurfaced with ‘Planet Anthem,’ a CD that is undeniably unlike anything else they’ve ever created before.

About Greening Greenfield

Greening Greenfield is a flexible plan to improve the environmental sustainability of Albert M. Greenfield School’s exterior, one that not only offers Greenfield students a rich opportunity to learn the important lessons of environmental responsibility but also gives them and the surrounding community a green open recreation space in the heart of the city. The five phases of Greening Greenfield call for installation of a storm water management system with a rain garden, porous pavement, permeable recycled play surface, native landscape in the school yard, improving the school’s “Secret Garden” (a walled garden), installing a green roof, and installing a photovoltaic panel array and solar water heater. The Disco Biscuit benefit concert will help jumpstart the installation of the roof-top photo-voltaic solar panels which will now be installed this summer instead of in 2011 as originally planned. See www.greeninggreenfield.net for more info.

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